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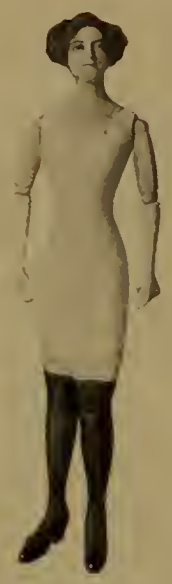
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VOL. XXXIV JANUARY, 1914 NO. 1

MERCHANTS RECORD AND SHOW WINDOW





Get Your Windows in the Spotlight

Have displays that attract—many possible sales have been lost by poor displays. You can't make them without proper appliances, no matter how fine a line you carry.

Norwich Fixtures

Were created for this purpose, and will enable you to make displays that will get the crowds. Let us demonstrate this to you. We know that what they have done for others, they will do for you. Our Catalog, with prices and description of the entire line, is free. Send for one.

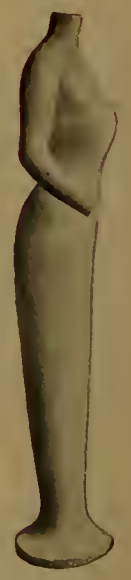
The Norwich Nickel & Brass Co.

Norwich, Conn.

—Salesrooms—

New York
712 Broadway

Boston
26 Kingston St.





One of the windows of Stern Bros., New York, equipped with "Pittsburgh" Show Window Reflectors

Write for Booklet "Show Window Lighting."

Pittsburgh Reflector & Illuminating Co.

3117 Penn Avenue : : Pittsburgh, Pa.

Your Show Windows



form a large part of the expense of your store, not only in time and material used in their trimming, but a large part of your rent is based on their potential value; but they are absolutely necessary to any retail business. This expense must be incurred. Are you getting the maximum results that might be obtained?

The average window trim is under artificial light one-half the time, and, if properly lighted, is then most effective.

Are Your Windows Properly Lighted?

You can pay large rent for your show windows; you can hire the best of window trimmers, but if you neglect the proper lighting you will cut down the effectiveness of your windows largely.

Walk across the street and look at your windows. Are they attractive and alluring, or does the trim, no matter how good, look obscure from this point? ***"Pittsburgh" Show Window Reflectors*** will give your windows life, character, individuality and a pulling force even from this distance. The cost is nominal.

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THESE STEPS PAY YOUR DIVIDENDS

NO matter how many dozens, hundreds or thousands of people pass your Store daily, only those who ENTER your Store pay your dividends. The sidewalk in front of your store may show the wear of countless footsteps but the story of your business is only told by the wear your threshold shows.

In wet weather foot-steps dirty up your vestibule — but each one represents money-dirt to you. Janitor service isn't expensive. LACK of business is.

Highest Store Front Development

Merchants in every section, state and town are adopting KAWNEER STORE FRONTS to modernize—to increase their businesses. Competition of today demands that every means of advertising and selling be pressed to the limit. During the past eight years 30,000 Merchants have placed their confidence in KAWNEER STORE FRONTS to make sales and to satisfy yourself of their success, see if you can recall of ever having seen a "Bankrupt," "Forced Out of Business," or "Receiver's Sale" sign tied to a KAWNEER FRONT. The next time you pass a KAWNEER FRONT just step inside the Store and ask the proprietor what HE thinks of his front. Ask him how much his business has increased since he installed his KAWNEER FRONT. Ask him if he regrets the money he spent for it — if he considers his KAWNEER FRONT an expenditure or an investment.

Today a modern Store Front is a PART of the business with which it is associated — not simply a material part of the building.

Since 1906 KAWNEER has been installed in more than 30,000 fronts. Proofs of merchants experiences are strongest and for that reason we feel your consideration is justified.

A Logical Demand

Store Fronts have a business reason for existance — not simply to keep out the rain and cold—not simply to let in daylight — not for a place to merely show merchandise but a force to SELL. If yours does not sell then your Store Front is absolutely worthless from a business standpoint. You are paying a big rental to SHOW merchadise—are you benefiting?

Your Front is either a "partition" or a "salesman" — which?

KAWNEER FRONTS are made of either solid copper, brass, bronze or aluminum; made up in almost any finish to harmonize with the general color scheme you adopt. They cannot leak, rot, rust, or warp and you will not have to spend one cent for paint. Insurance agencies consider glass set in KAWNEER a good risk.

One merchant writes, "Have been in business 42 years, had 41 winters of frosted windows, placed a KAWNEER FRONT in last fall—have had one winter of clear windows." Think of the sales this one store lost during those 41 years because their windows couldn't be used. Show windows are supposed to SELL merchandise. Are yours doing it?

Kawneer
STORE FRONTS

Store Front Book

Before you take another step in consideration of a new Store front, send for "Boosting Business No. 14." It's a Store Front book full of practical Store Front ideas, compiled and printed for you merchants. We are ready to help you—ready to give you the benefit of more than seven years of specialization — to tell you what we have learned by installing KAWNEER in 30,000 Fronts.

Just fill in the Coupon and send today — each HOUR you conduct your business without a KAWNEER FRONT you are losing sales. FOOTSTEPS are passing by your door instead of entering.

You will not be obligated — we WANT TO SHOW YOU.



COUPON

Kawneer Mfg. Co.
Dept. E
142 Factory St.
Niles, Michigan

Kindly send "Boosting Business No. 14" without obligations.

Name.....

St. and No.....

City or Town.....

Kawneer
Manufacturing Company
Francis J. Plym, President

Factories
Niles, Michigan
San Francisco, Cal.
Toronto, Canada

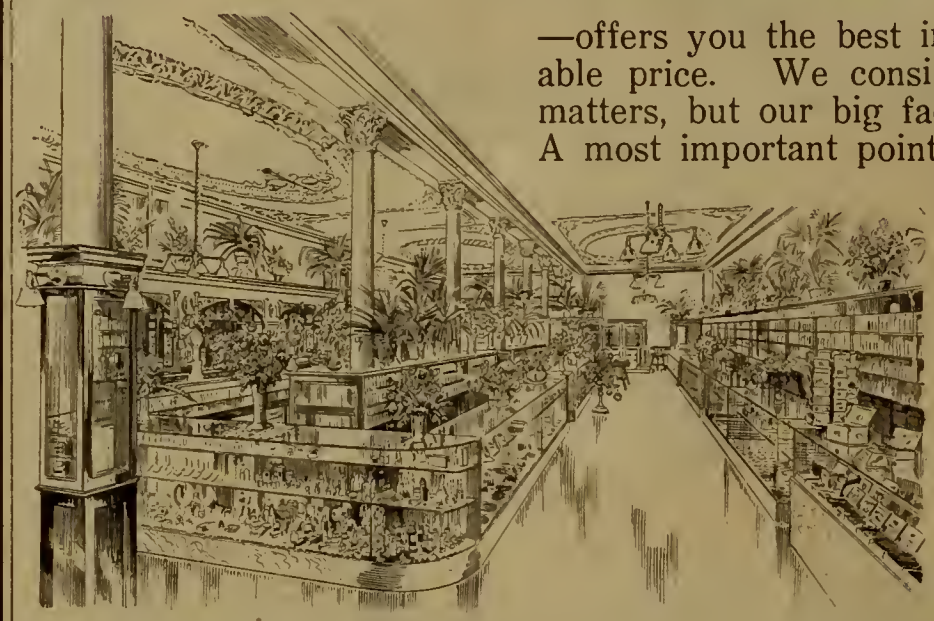
DEPT. E
142 FACTORY ST.
NILES, MICH.
HOME OFFICES

We Have a Branch Near You

A Very Important Matter

THE purchase of store equipment is one of the most important things that you can do as a business man. It is a matter that comes up but a few times in your career—and has a direct bearing on your success.

THE *Wilmarth* LINE



—offers you the best in store equipment, at a reasonable price. We consider "price" secondary to other matters, but our big factory output takes care of that. A most important point, to you, is our wide experience and our big organization. We have special catalogs for many lines, and will gladly send you the one you are interested in.

Wilmarth Show Case Co.
1524 Jefferson Avenue
GRAND RAPIDS, MICH.

NEW YORK	732 Broadway
BOSTON	21 Columbia St.
PITTSBURGH	House Bldg.
CHICAGO	233 W. Jackson Blvd.
ST. LOUIS	1118 Washington Ave.
SAN FRANCISCO	515 Market St.

Inventory Time

During stock taking time you are most apt to realize that the goods in this department or that need readjusting, in short more room is needed and a better display.



Baines' Adjustable Shelf Brackets

fill the want felt in all stores where they are not already used, and we have supplied thousands —They give fully 30% more shelf space, resulting in added attractiveness and increased sales of your merchandise.

Let us tell you all about Baines' Brackets.

Piqua Bracket Co. : Piqua, O.

LAMSON



Economy **Efficiency**

A SALESCLERK WALKS 227 MILES A YEAR—in going back and forth to a Cash Desk or Till 20 feet distant after each of 100 sales a day!

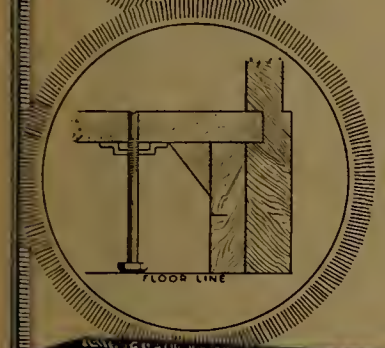
A LAMSON CARRIER RUNS 1000 MILES A YEAR—at a mere fraction of the clerk's salary: carries Cash, Charges or C. O. D's five times as fast.

Wire, Cable, Tube, Belt and Pick-up Carriers

The LAMSON COMPANY, Boston, U.S.A.
Representatives in all principal cities

SERVICE







Flush Catch

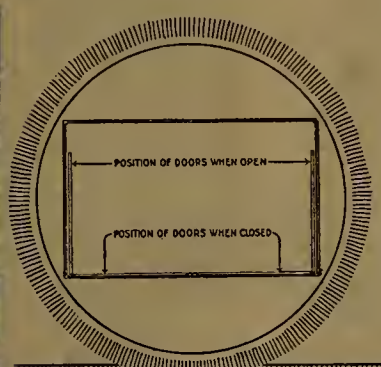
This catch, which automatically locks the doors at top and bottom, is set flush with the sides of the case. No projection to take away from the beauty of the wardrobe, or get in the way.

Adjustment Device

This device is for raising the back side of the revolving wall cases where the floor is not level. It is a veritable little "jack-screw" and is, at times, a great convenience.

Disappearing Doors

Our patented disappearing door is one of the principal features of the Welch Revolving Wardrobe. It runs on ¾ inch high duty balls, and with almost no friction. The mechanism is so constructed that the doors will operate in but 26 inches of aisle space; and when fully opened the doors disappear flush with the case. This arrangement takes less room, and greatly improves the appearance of the wardrobe.



Some Refinements of

THE WELCH SYSTEM

WELCH REVOLVING WARDROBES

have been designed not only for the perfection of the "fundamentals," but of the "refinements" as well. Even a detail may have a great deal to do with the satisfaction you will get from your wardrobes; and nothing should be overlooked when you are about to purchase.

We make a number of styles of these revolving wardrobes—and you can find out all about them in our latest catalogue. In this catalogue we also show a number of store interiors. At our showrooms our representatives will gladly show you all the features and refinements of THE WELCH SYSTEM.

WELCH MFG. CO.

7 Lyon Street

GRAND RAPIDS : : MICHIGAN

Licensed under the Smith Patents

NEW YORK:
732 Broadway.
CHICAGO:
233 West Jackson Blvd.
SAN FRANCISCO:
1109 Mission Street.

Welch Mfg. Company,
Grand Rapids, Michigan.

Kindly send to me your latest book showing THE WELCH SYSTEM.

Name.....



Frink Direct-Indirect System of Store Illumination

The Modern Lighting Equipment for Modern Stores

This system of lighting is fast replacing the old-fashioned arc lamp with its harsh, brilliant glare, annoying flicker, and uncomfortable radiation of heat.

The Frink Direct-Indirect System produces a soft, steady, evenly distributed glow of pure white light. This light has practically the same qualities as daylight. It shows up details with remarkable clearness and doesn't throw intense shadows. Doesn't cause eye strain. And is unequalled for matching colors.

Yet in spite of their superiority Frink Direct-Indirect Units consume *25 per cent less* current than other systems. And up-keep cost is practically nothing.

These Units are scientifically constructed and are the result of over 50 years of illuminating engineering experience. They are fitted with Tungsten lamps of 60 to 500 watts, according to requirements.

The Frink and J-M Linolite Systems include equipment for store window and show case lighting and, in fact, illumination for any purpose. OVER ONE MILLION LINEAL FEET OF FRINK REFLECTORS are now in use in over 20,000 stores throughout the United States.

Frink Reflectors are made for J-M Linolite and standard base lamps.

Learn more about the "modern lighting equipment for modern stores." Write nearest Branch for copy of our interesting illustrated catalog No. 410.

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Manufacturers of Show Case, Show Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries, Fire Extinguishers, Etc.

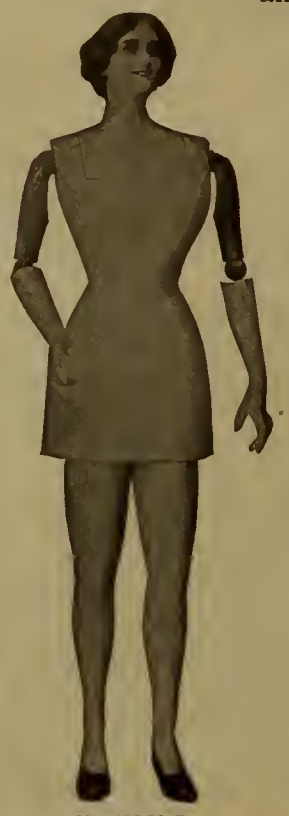
Albany	Chicago	Detroit	Louisville	New York	San Francisco
Baltimore	Cincinnati	Indianapolis	Milwaukee	Omaha	Seattle
Boston	Cleveland	Kansas City	Minneapolis	Philadelphia	St. Louis
Buffalo	Dallas	Los Angeles	New Orleans	Pittsburgh	Syracuse 2115

THE CANADIAN H. W. JOHNS-MANVILLE CO., LTD.

Toronto Montreal Winnipeg Vancouver

From Coast to Coast-Model Forms

are bought, used, and re-sold by nearly all first-class stores, managed by well-rated merchants. We have obtained this splendid distribution simply on the merit of our product, for you and all other up-to-date men are quick to appreciate the all-around superiority of Model Forms and Wax Figures.



No. 180 M. R.

Adjustable Wax Costume Figures

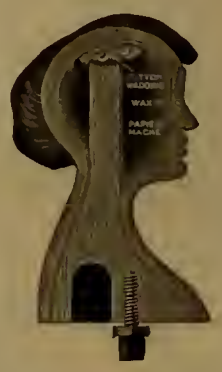
See No. 180 M. R.

These forms have detachable bodies. Can be raised or lowered as desired. Have tilting device, allowing forms to be adjusted to any angle, effecting a correct, graceful and natural pose. Forms will stand without support, no rods being required to hold them in position. Feet made to fit into shoes.

Drapery Forms

Latest designs. Attractive lines. Exquisite skirt effects obtained by the use of any of the Drape Forms we illustrate. Specially designed to bring out to the best advantage the colours and patterns of different dress fabrics.

Our Wax Heads Are Modeled from Life



Each Wax head is made over a papier mache mask, supported by a solid wooden brace, 2 inches thick and is secured to the body by a device of our own, which does away with the unreliable and unsightly straps and buckles. The head is securely fastened to the body and at the same time eliminates all possibility of the wax portions twisting out of shape when subjected to intense heat.



No. 582½ M. R.

Send to-day for our new catalogue—it's full of practical ideas

MODEL FORM CO., 554 West Jackson Blvd. **Chicago**

We are also Manufacturers of ADJUSTABLE and NON-ADJUSTABLE Dress Forms. Correspondence invited.

This NEW CATALOGUE is worth it's weight in Gold

64 Pages of beautiful WINDOW TRIMS

FREE to Retail Merchants



THIS great big brand new 64-page catalog should be in the hands of EVERY wide-awake, progressive merchant in America. It contains 64 pages of surprising new and beautiful window trims. It shows every merchant how to make his windows sell more goods and pay bigger returns. We have spent a good deal of money on this book. It represents the brains and ability of the world's foremost fixture designer, D. A. POLAY. It's the merchant's bible. The gateway that opens the doors to a bigger business. A request will bring it to you in the next carrier. Simply make the request.

POLAY FIXTURE SERVICE

If you intend remodeling your windows, store front or interior, by all means get in touch with us. We will show you how to have the smartest looking store in your town and our advice is FREE. We have outfitted hundreds of the finest stores in America. We can and will help you. Just write us. Address 925 Fulton St.

Chicago, U.S.A.

Make Your Show Windows Pay Your Rent.



Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims—will display your merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.

Read further about this wonderful

Set of Fixtures

Hundreds of Trims. With this set over 500 original trade pulling window trims can be made and at no time making any two alike, besides hundreds ol standard and odd window lixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction, the "Sunken Steel Socket," takes the place ol the old construction. There are now *NO* Screws Screwing Into Wood. They will now last lor many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautilul book ol many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made ol thoroughly Kiln Dried Oak, the metal parts of cold rolled steel; each YOUNIT is accurately machined to lit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE ol CHARGE any time within one year il it proves delective in any way through construction or parts not litting satislactorily.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a solt, mellow wax (non-scratchable) linish.

Stock is carried in Cincinnati, New York and San Francisco. Atlantic coast trade supplied from New York. Pacilic coast from San Francisco.

The Storage Chest. The 96 YOUNITS that make up this set are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled linish.) A good place to keep any part ol the set that is not being used.

Price for the Full Set No. 119 $25.00 NET

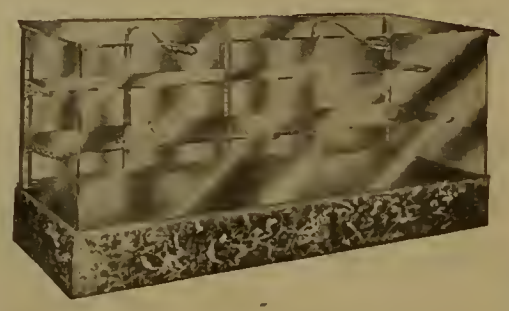
F. O. B. Cincinnati, New York and San Francisco
Order thru your JOBBER or DIRECT

THE OSCAR ONKEN CO.

No. 371 W. 4th Street Cincinnati, O., U. S. A.

Quick Shipments. Address All Correspondence to Cincinnati.
Send or Younit Catalog. Stock is also carried in Canada, England and Australia.

A 1914 Resolution



I will display my merchandise to the best of my ability. I will try every means to bring its value before the buying public. I will pay special attention to my show case displays and to this end will investigate the line of

"Quincy Special Cases"

by writing for their catalog with prices

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.

DALLAS, TEX. 907 Commerce St.

WICHITA, KANS. 301 Beacon Building

PITTSBURGH, PA. 949 Penn Ave.

JACKSONVILLE, FLA,, 20-28 Julia St.

WINTER FIXTURES

THE STANDARD OF QUALITY, STYLE AND PRICE

Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER" idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

WINTER COMPANY

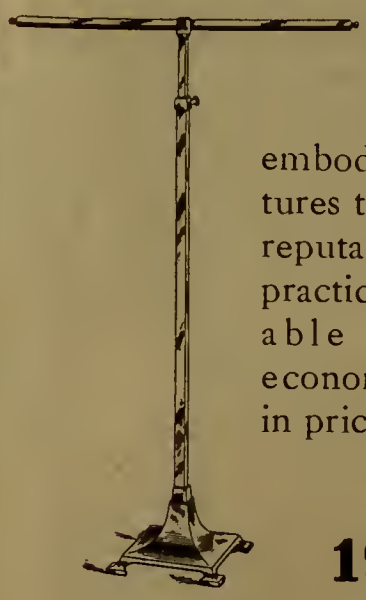
HIGH GRADE FIXTURE MAKERS

Established 1865

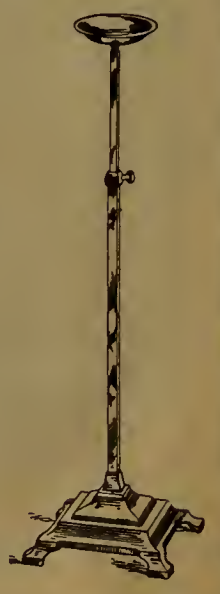
SHEBOYGAN, WISCONSIN - U.S.A.

IS IT FROM WINTER? THEN IT IS RIGHT.

For 1914



We shall be right out in front with many new ideas, embodied in display fixtures that will sustain our reputation for all that is practical, attractive, durable and economical in price.



1914

Herewith are shown two examples of our square tube metal fixtures in all finishes. Send for catalogue showing our complete line.

Great Western Fixture Wks.

133 So. Fifth Ave. Chicago, Ill.

This is the Case

Buy your clothing display cases with the same care you use in selecting your store location. Both are important to your success. What real value have you in your store OUTSIDE, unless your store INSIDE is attractive, modern and EFFICIENT?

—Illinois cases are superior in several ways. From the staudpoint of UTILITY, they give you briefly the following exclusive advantages:

Practical 10 FOOT lengths — exclusive patent disappearing DOORS—patent fixtures giving 45% MORE DISPLAY space—also permitting use of case from BOTH sides at SAME time.

In BEAUTY and QUALITY, they are supreme. Indeed, we unconditionally GUARANTEE them to satisfy you—or we will take them back.

When you buy Illinois Cases, you get not mere "material," but the GOOD WILL and SERVICE of this organization built largely by satisfied customers. We sell direct to YOU, saving you the commissions otherwise paid travelers.

ILLINOIS CLOTHING CASES

"their superiority is so apparent"

There is an "Illinois" catalog, enveloped and stamped all ready for your address. TELL US TO SEND IT. State whether you want catalog of Clothing, Hat, Display or Outdoor Cases—we manufacture them ALL for your satisfaction.



Illinois Show Case Works

1735-43 No. Ashland Avenue, Chicago

Reputation



A well known Advertising Agent made the following statement: "L. BAUMANN & CO. are doing business on their reputation and not on the amount of advertising they are doing. This is certainly a new one in the advertising game."

It is a well known fact among Advertising Solicitors that L. BAUMANN & CO. are not doing the enormous business on the strength of the amount of advertising they do. We are doing business on our reputation, we have built up same that way. Twelve years ago our space was 24x65, today we have nine floors 27x130. We have done this on the reputation of delivering the best goods at the lowest prices. This is our business principle, we will continue same as long as we are in business. By being on the square we have obtained such customers as Marshall Field & Co., the T. Eaton Co., Joseph Horne Co., and most all of the largest and best stores of the country.



Our new catalogue showing numerous new designs, window backgrounds and photographs of windows will be ready for mailing January 20th. The largest and most complete Spring Catalogue ever issued sent only on application. Write for it.

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Ave. **CHICAGO**

CompoBoard
for
Window Backgrounds



COMPO-BOARD BACKGROUND—EFFECTIVE YET INEXPENSIVE

COMPO-BOARD must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. The most practical and useful product to have around a retail store.

COMPO-BOARD is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Sample and Book Free

Tells In An Interesting Way All About This Modern Wall Board

Northwestern Compo-Board Co.

1404 Lyndale Ave., No.

MINNEAPOLIS MINNESOTA

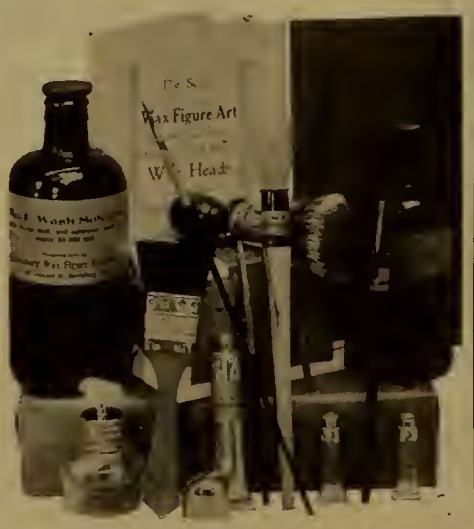
Clean and Retouch Your Own Wax Figures

Complete Oil Finish Outfit Including Formula of All Materials Used.

The only practical outfit on the market producing the same High Class Oil Finish as executed at the factory.

We Guarantee Satisfactory Results.

Outfits are now being successfully used by the largest stores everywhere.



Oil Finish outfit No. 5. Ready for immediate use, including book of instructions, formula, tools, etc. Price..... $5.00

Real Oil Finish Outfit No. 5 includes enough materials, ready prepared, to clean and retouch 100 Wax Figures. A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows. Book of instructions carefully explaining how to clean and retouch Wax Figures (Real Oil Finish). Full instructions are also included on the repair of broken or damaged wax heads, arms, hands, etc., and resetting eyelashes and eyebrows. With the above outfit we also include a complete formula of all materials, with full directions how to prepare them for use. All materials can be purchased in your own city, and are very inexpensive.

Price for above outfit, including formula, $5.00

Any decorator, cardwriter or intelligent person can acquire this art very rapidly. A trial will convince you that this is an absolute fact.

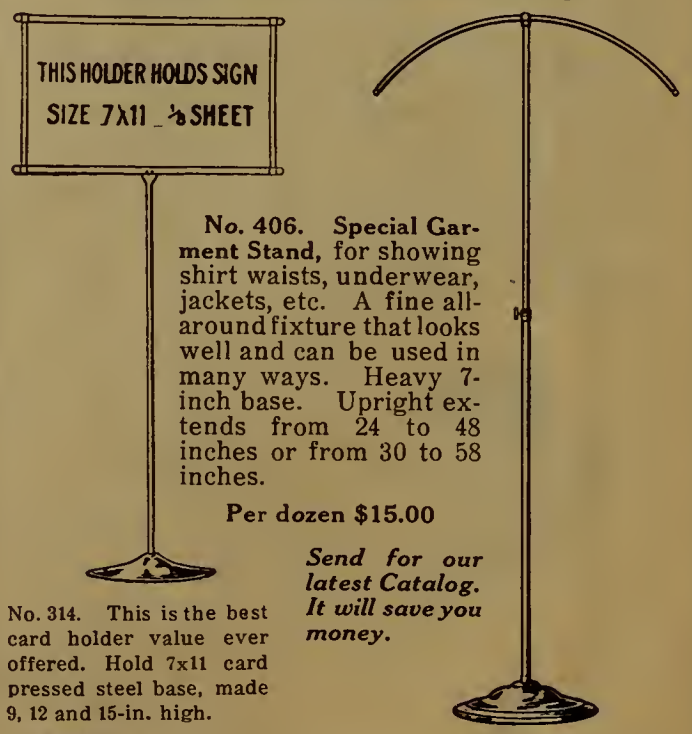
INVENTED AND SOLD EXCLUSIVELY BY

The Harrisburg Wax Figure Renovating Co.

335 Crescent Street Harrisburg, Pa., U. S. A.

Send for handsome catalog, also "Surprise" offer.

Here We Are Again for 1914 With the Best Fixtures for the Money



No. 406. Special Garment Stand, for showing shirt waists, underwear, jackets, etc. A fine all-around fixture that looks well and can be used in many ways. Heavy 7-inch base. Upright extends from 24 to 48 inches or from 30 to 58 inches.

Per dozen $15.00

Send for our latest Catalog. It will save you money.

No. 314. This is the best card holder value ever offered. Hold 7x11 card pressed steel base, made 9, 12 and 15-in. high.

$6.50 per dozen

No. 406

D. J. Heagany M'f'g Co.

1121 W. Washington Blvd. Chicago

GET THIS BOOK

Before Planning Your Spring Windows

If you have seen our other Flower Books, you will know what it means when we say **Schack's Spring Flower Book** is the best we have ever issued. We consider it the best book that has ever been published on Spring Window decoration.

Schack's Spring Flower Book contains hundreds of new ideas that have never before been published. These splendid designs have been worked out in the Schack studios by our special designers. You will find them wonderfully attractive and you will be surprised to discover how easily they can be carried out in your own windows.



New Designs for Backgrounds Many new and attractive arrangements that our special decorator has made in our own studios.

New Floral Units Schack's Floral Units are famous everywhere. This book shows new ones that are handsomer than ever.

New Spring Flowers Many entirely new flowers including a "Velvo" Calla Lily that will prove the hit of the season.

Glass Bead Decorations Something entirely new and wonderfully attractive. These will interest every window dresser.

New Papier Mache Many new ornaments that have never before been offered in papier mache. Prices from 3c each up.

New Electric Shades New shades made with glass beads and flowers. Novel and extremely effective for window or interior.

Wood Grain Paper A beautiful imitation of natural wood. Comes in 26 different patterns and very inexpensive.

Natural Preserved Plants A fine line of foliages of various kinds. These will be found to be the best of their kind.

New Hanging Baskets Original and effective arrangements that will appeal to the decorator who appreciates.

Analine Colors All shades for use in the air brush or for other purposes. The same colors we use for our flowers.

New Specialties Many new ideas too numerous to mention here, but which will interest every live decorator.

The foregoing are only a few of the many **new** features we are introducing this season. In addition we offer our splendid regular line which comprises practically everything that is used by the store decorator.

You Certainly Need This Book

The ideas it contains are the best that can be produced and you will find them a big help in designing your spring windows. Our special designers are working constantly to develop new and attractive ways for using Schack products, and the illustrations in this book show you exactly how our flowers will appear in your own windows. Send in your name now for Schack's Spring Flower Book. It will be ready for delivery January 26.

Schack Artificial Flower Co., 1739-41 Milwaukee Avenue CHICAGO



"New Way" Merchandising

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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXIV
NUMBER 1

JANUARY 1914

Single Copies
Twenty-Five Cents

STORE OUTFITTING

SHOWING HOW A MODERN DEPARTMENT STORE IN A CITY OF MODERATE SIZE IS EQUIPPED THROUGHOUT IN THE MOST UP-TO-DATE MANNER—FIXTURES THAT FACILITATE SALES

G. F. Cooper

EDITOR'S NOTE: This is the first of a series of articles on the subject of store outfitting that will appear throughout the coming year. The writer of these articles is a practical designer of retail stores of all kinds. He has for years been working out problems of arrangement and equipment and his experience has been of such a varied character that he may be regarded as an authority on this subject. In the coming articles the author will describe in detail how stores in various lines have been laid out and equipped. These stores will be selected as models of store planning an outfitting.

THE WAITE STORE in Pontiac, Mich., is in many respects an establishment that might profitably be copied by many larger stores in much bigger cities. In the matter of equipment Waite's is strictly up to the minute, everything being of the latest and most approved design. The several pictures that are reproduced in connection with this article will give a very good idea as to the appearance of this store and the manner in which the stock is taken care of. It may be noted from these illustrations that while the aisles are wide and there is a general appearance of roominess, there is no space wasted. The building is of reinforced concrete construction and the outside is faced with cream colored vitrified brick. The lighting system is made up of 400 watt lamps enclosed in 18-inch globes and placed every 18 feet square.

FIRST FLOOR

As will be noted on the plan, the first department, at the left on entering is ribbons. It is formed by the wall shelving setting up against the show window backing the shelving being properly spaced to accommodate boxes intended to carry the reserve ribbon stock. Directly in front of the shelving is an L-shaped display case fitted up with ribbon trays or drawers in which the ribbon bolts are out of the dust, handy to get at and are on constant display. It holds 30 rows of bolts the entire length of the case.

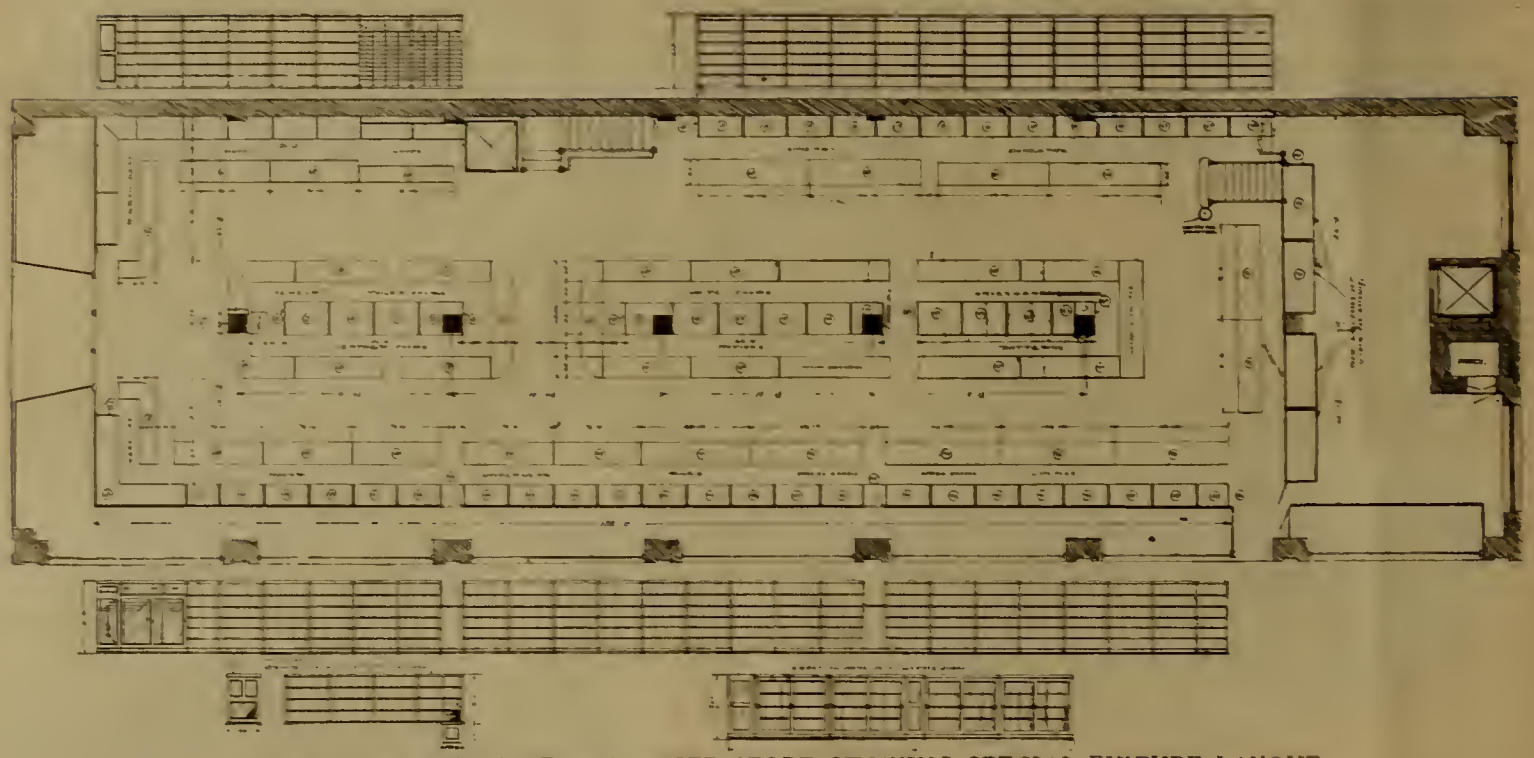
The next department is for handkerchiefs, etc., formed by continuous shelving and display cases in front of it. The cases have mirror doors and plate glass shelves.

Then comes the glove department. The wall case used here is fitted with a total of 96 drawers, each drawer divided into five compartments and each compartment measuring 2⅞ inches wide, 11¾ inches long and 3 inches high inside. It will be noted that this will hold a very large stock of gloves in a remarkably small space. Directly under the cornice is a display compartment 12 inches high, the back of which is lined with imported mirrors and the front is fitted with sliding frameless plate glass doors, hand holes being ground into the plates to form a finger grip to slide open the door. This display compartment is electric lighted and is used to display various styles of gloves. The counter used in front of this wall case is 34 inches high and 18 inches wide. The top of it is padded with black felt and this top overhangs the front 6 inches which makes it convenient for a person's knees when sitting up to the counter having a pair of gloves fitted.

Next comes the elevator and stairway. The elevator is an electric. After this are the linens and domestic goods which are taken care of by open continuous shelving and wood counters. Next is the stairway which leads to the mezzanine floor. This balcony is 20 feet deep from front to back and extends the full width of the building. The private offices, the cashier's station and the general office is located on this balcony but are not indicated on the plan. There is a drinking fountain at foot of the stairs.

Under and at the front edge of the balcony is a row of cases fitted with four adjustable shelves and glass sliding doors in which fine bedding is kept out

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FIRST FLOOR PLAN OF THE WAITE STORE SHOWING SPECIAL FIXTURE LAYOUT.

of the dust and on display. This row of cases also serves to form a partition closing off the space under the balcony which is used for a shipping room for outgoing merchandise. In front of the cases are wood counters for examining and showing the bedding.

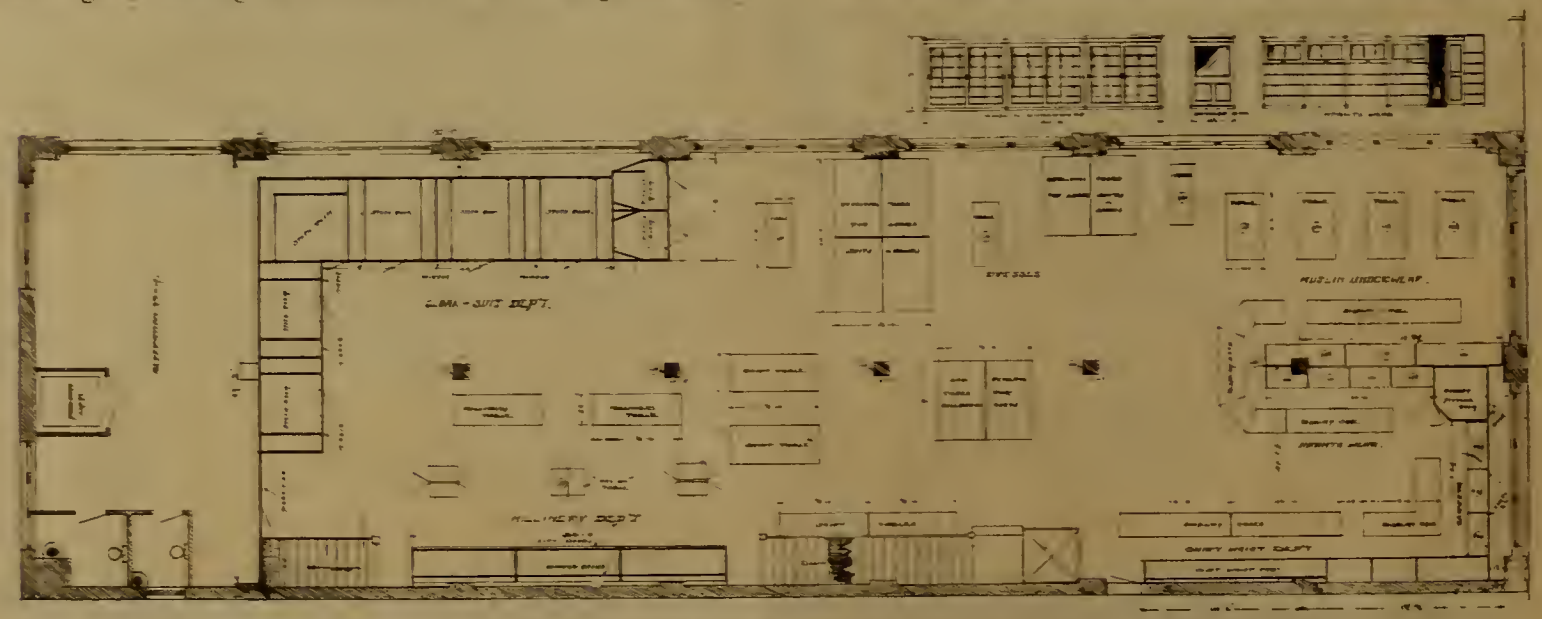
Next comes the linings, wash goods, dress goods and silks which are taken care of with continuous shelving and wood counters of a massive design. Next is the underwear and hosiery which is taken care of with continuous shelving and display cases in front. Note there are two openings in the shelving to allow entrance to the show window. The cornice runs over the top of these openings and connects with the shelving on either side and there is a movable shelf furnished on which a display may be placed. This can be taken out when you want to go into the show window.

Next comes the umbrella department. This is formed by an L-shaped wall case fitted in the front with glass sliding doors and a row of large drawers in the base which run on rollers. The umbrellas are displayed on a step-like rack which raises each row a little higher than the row in front, thus displaying all the handles to the very best advantage. An L-shaped display case is used in front of the wall case.

THE SHOW CASES

Down the center of the store are 6 concrete pillars, all of which have been successfully covered up, as can be noted on the plan. The first group of cases in the center of the room on entering the store is devoted to the sale of jewelry, leather goods and toilet articles. The pillar in front is enclosed with mirrors and on each side of it are L-shaped show cases in which jewelry is displayed. At the other end of this group is a case with oval ends and the others are straight cases to match. The center shelving is only 54 inches high and has a finished quartered oak top. It is built low so as to not obstruct the view generally.

The next group of cases is devoted to notions, etc.,



SECOND FLOOR PLAN SHOWING CLOAK AND SUIT DEPARTMENT, MILLINERY, ETC.



GENERAL VIEW OF THE FIRST FLOOR LOOKING TOWARD THE REAR.

on one side and white goods on the other. An oval end show case was used at the front end of this group and the balance are straight cases to match. On the notion side there is one show case fitted with 70 drawers of different sizes for handling various kinds of notions which are usually very hard to handle any other way. The remainder of the notion side has show cases with trays set on top. The tray is made long enough to cover one case and is divided into numerous small pockets in which the notions are displayed. The last group is for laces, embroideries and patterns. All the cases here are show cases except the one across the end which is a wood wrapping counter.

All show cases are a very narrow wood frame design glazed with one piece plate glass throughout and have German mirror doors, plate glass shelves and electric lights. They have a sanitary base with a wood foot capped with a brass socket. All are 34 inches high, 25 inches wide and length as shown on plan.

All wall work is 81 inches high, capped with a colonial style cornice. The wood is quartered oak finished a dull satin golden oak. Although the center shelving is only 54 inches high, a short post enclosure was placed around the concrete pillars on top of this shelving, making the total height 81 inches to match the wall work.

Note the show windows which extend across the front and down one whole side of the building. The



EXTERIOR VIEW OF WAITE'S STORE.

backing used was quarter sawed white oak, beautifully finished and paneled up to about 7 feet high and from there on up to the ceiling the window was enclosed with clear glass panels.



VIEW OF REAR OF FIRST FLOOR LOOKING TOWARD THE FRONT.



PARTIAL VIEW OF SUIT, SHIRT WAIST AND INFANTS' WEAR SECTIONS, SECOND FLOOR.

SECOND FLOOR

At the back of the store on this floor is the work room for altering garments, etc. It is 20 feet from front to back and extends the whole width of the store. It is very well lighted by two large windows and one smaller one as shown on the plan.

Next is the cloak and suit department, which is fomed by a series of six stock rooms and these rooms run across the width of the store and up one side in front of the windows as shown on the plan. Each room is fitted with a side swing door and the interior has a hang rod running from front to back one on either side of the door, making two in each room. The roof on the rooms is made up of glass panels which makes it light within. Between each doorway the fronts of the rooms are fitted with large mirrors for the customer's convenience. Part of these rooms form a partition across the rear, closing off the alteration rooms and at the point where the rooms stop a partition is attached and extends across the rest of the way to the wall. This partition has a door in it which gives access to the work rooms. At the front end of these stock rooms there are two fitting rooms both of equal size as shown on plan. Each has a mirror with triplicate effect inside and on the room next to the window it will be noted that one of these mirrors is hung on hinges like a door so as to give access to the space behind stock rooms for the purpose of washing windows, etc. The radiators were also in this space. The backs of the stock rooms along here were enameled white as it showed from the street.

All of their suits and gowns, however, were not carried in these stock rooms. They used eight revolving cabinets besides. These are each 7 feet long, 52 inches wide and six of them were 76 inches high. They are of glass all around so that a display is to be had from any point of view. The fronts are fitted with disappearing doors which slide in out of the way and then a carriage is drawn out which is loaded with the garments and can be revolved in order to examine the garments thereon. The high cabinets were placed in front of the concrete work between the windows. The windows were therefore unobstructed and a sort of a room-like effect was accomplished between the cases. Tables were placed between for laying garments on taken out of cabinets.

The low cabinets for children's coats were the same size as the others except the height, which was only 51 inches. This did not obstruct one's view, as it is below the eye level. The way the cabinets were grouped can be seen on the plan.

Next in order is the muslin underwear department. This is made up of four large tables 6 feet long and 42 inches wide. On each side of the tables were four drawers running on roller bearings. There were eight drawers in each table. Starting at the concrete pillar between the windows and extending forward there is a stretch of center shelving 22 feet long and the side



SECTION OF THE CARPET DEPARTMENT ON THE SECOND FLOOR.



PARTIAL VIEW OF DRAPERY SECTION ON THE THIRD FLOOR.

facing the muslin underwear department was fitted with side sliding glass doors running the full height of the case, which was 81 inches. Inside was fitted with five adjustable shelves and the case is intended to keep muslin underwear on display and out of the dust. In front of this is a 14 foot show case which completes the muslin underwear department.

Next is the infants' wear department, which is formed by 15 foot of shelving placed back to back with the muslin underwear cases. The lower part of this has three shelves and directly under the cornice is a display compartment 2 feet high with doors that lift up and disappear. The back of the display compartment is lined with mirrors and makes a very practical way to handle the delicate infants' wear. There is also a large horse shoe shaped case located at the front end of this shelving and one other 10-foot show case, which completes the infants' wear department. The front end of this center shelving is covered by a mirror paneled end and this end, together with the shelving, is shown on the elevation.

Next is the corset department. It is formed by 13 feet of corset shelving with a back on it and set away from the window 18 inches, as radiators are there and space must be had to wash windows also. At one end of the shelving is the corset fitting room, which can be seen on the plan. The back of this room has a small door so as to allow access behind the shelving to clean windows, etc. The L-shaped show case placed in the corner is also used for corsets.

Next is the shirt waist department, and there is 31 feet devoted to it. The 16-foot cabinet marked "shirt waist cabinet" is fitted with a series of wood paneled doors that drop down and act as a shelf when the goods are being sold. On top of the shirt waist cabinet is a display case with sliding doors, mirror backs and electric lights. This cabinet can be seen in the photo next to the elevator, and joining on to this is 15 feet of shelving, which completes the shirt waist department. Skirt tables were placed in the center of the room and along the stairway, being fitted with large drawers on roller bearings.

The millinery department is marked on the floor plan and consists of 30 feet of wall cases, three try-on tables and two large milliner's tables. The wall cases have a row of large drawers in the base and are



A PARTIAL VIEW OF THE BASEMENT SHOWING TOYS, HOME GOODS, ETC.

equipped with large lifting doors glazed with a one-piece plate glass. The backs are lined with mirrors and the cases are fitted inside with electric lights. The two tables have drawers about 30 inches high and ride on roller bearings. The three try-on tables are conveniently placed and are so constructed that two can sit at a table at one time, each being accommodated with a triplicate mirror as indicated on the plan. All the concrete pillars on this floor are enclosed with mirrors up to a height of 81 inches.

All the wall work is of uniform height and capped with a Colonial style cornice throughout. Wood-work is quarter sawed oak in a dark shade, finished a dull satin finish. Note how the windows are entirely unobstructed, starting from the muslin underwear department and running across the front and down the side until you come to the fitting rooms and the cloak department. The basement was used for toys and household articles and the third floor for carpets, draperies, etc., photos of which are reproduced.



Plate No. 7454—A Display of Cretonnes by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

Green silk velour was used for the background and the same material was used on the floor. A vase of flowers arranged in a studiously careless manner was placed on top of a pedestal in the middle of the window.





Plates Nos. 7455-6—Companion Windows Trimmed by Leonard J. Dwiggens for Lehne's, Alton, Ill.

Here are two little displays that attracted a good deal of attention. One was intended to suggest the fashions of 1860 and the other that of 1913. At the back of the "1860" display was a picture showing the city of Alton as it appeared in that day. The figure was draped in the old style and there were some relics suggestive of the civil war. In the other window was a painting showing the city as it is today and the remainder of the display was carried out in the same style. Both displays were quite simple.

JAPANESE SHOW WINDOWS

THE WINDOW DRESSERS OF JAPAN SHOW RARE TASTE AND A HIGH CLASS OF ART IN THEIR DISPLAYS—CLEVER ARRANGEMENT OF FIGURES A STRONG FACTOR IN GENERAL SCHEME

CONSIDERING the naturally artistic disposition of the Japanese people combined with their progressiveness, it is not remarkable that the window displays made by their better class stores should be of a high order. It is somewhat surprising, however, to discover how closely the general principle of window display in the high class stores of Japan corresponds with that in the better stores of America.

Aside from some few peculiarities of construction, a good Japanese show window is not greatly different from one of the same class in America. One noticeable feature of variation lies in the manner of illumination. Whereas the American window is lighted from the top alone, many of those in Japan are lighted both from top and bottom. A row of lamps extends across the front of the window close to the glass after the manner of footlights in a theater. In most cases the footlights are completely concealed by a sort of recessed base frame that extends up a few inches above the window floor. This frame hides the lamps even from the eye of a person standing quite close to the glass. In other cases the footlights are protected only by reflectors, as may be seen in one of the windows illustrated here.

By getting the light from an upper and a lower angle it is possible to distribute the illumination evenly over the bottom of the display without making it too strong at the top. The floor lights are not so strong as those at the top nor are they placed so closely together. The window dresser considers the position of the lower lamps in the arrangement of his merchandise, placing the goods where they receive sufficient illumination without being in a glare. Owing to the perfection that has been attained in American window reflectors, footlights are not required in the windows of the stores of this country, but in Japan they are in many cases necessary. It will be noted in our illustrations that all of these windows are well lighted. These pictures were made at night yet all the details are quite clear.

The illustrations reproduced show an exterior view of the "Takashimaya" dry goods store in Kyoto and two of its windows. There are also pictures of the windows of the Osaka branch of this establishment. The exterior view of the Kyoto store shows a modern building representative of the best type of Japanese store architecture. It was rebuilt in 1912. In an American store building all of the available frontage on the two streets would have been used for show windows, this store, however, has only availed itself of a small window at each corner and a large one under the canopy in the middle of the front. The other windows of the ground floor are designed only to admit light.

In the four pictures of window displays, the first thing that will strike the American window dresser is the admirable posing and placing of the figures. In this matter the Japanese are remarkably adept. Most Japanese display figures are made somewhat after the manner of American or French ones with the exception and the face and hands are generally carved from wood. In this connection, however, it may be said that their expression is far from being



FIGURE 1—SHOWING THE EXTERIOR OF "TAKASHIMAYA" IN KYOTO.



FIGURE 2—DISPLAY OF AUTUMN COSTUMES BY "TAKASHIMAYA."

"wooden." These figures are marvels of expression and poise. They are copied carefully from nature and are invariably graceful in a high degree. Judged from an American point of view the faces of Japanese display figures seem strange, but that is not the case when considered from a Japanese angle. All of them are designed with the utmost skill and a careful regard for nature. While the faces have a pleasing and agreeable expression there is no suggestion of the smirk or grin that is sometimes found on the faces of the American or French wax figure. The hands of Japanese display figures are worthy of the highest praise. They are copied from real human hands, and they are posed with a combination of naturalness and grace that is unusual in display figures. When a hand with the fingers in some special position is required, it is made if necessary, rather than use one that might appear unnatural. Some of the Japanese figures have remarkable flexibility and can be placed in any position that is natural to the human figure. The photographs, although small, will give an idea of the many ways in which these figures are posed.

In Figure 2 is shown a fall setting with autumn gowns in the fashion of "Muromachi," under the reign of Tokugawa Shognate. The background is a foliage effect in fall tints of many tones. In front of this is a many paneled screen to which have been applied a few autumn leaves as though they were falling. Leaves of the same sort are also scattered over the floor. In the foreground are three ladies of the higher class richly dressed in autumn costumes. They are evidently promenading in a leisurely manner. It may be noted that no accessories are shown on the floor as the scene is supposed to be an outdoor one. That the illumination in this window is unusually well handled is evidenced by the fact that all of the details in the designs of the materials show up with equal clearness from head to foot.

Figure 3 is a display to advertise the most important summer bargain sale of the "Takashimaya" in Kyoto. This window clearly indicates that the management of this store does not believe in crowding the merchandise as only four costumes are shown in a large window. This also is an outdoor



FIGURE 3—A SUMMER SALE DISPLAY BY "TAKASHIMAYA," KYOTO.



FIGURE 4—THE BRIDE AND HER MOTHER—AN INTERIOR SCENE.

scene representing a park. The floor is covered with an imitation of short grass from which flowers are springing in attractive little groups. A few small trees add to the effect. The background is a scenic painting representing the glass side of a big aquarium through which many kinds of fish may be seen swimming. To add to the realism, a guard rail is placed along the front of the painting which was done in panels with framework between them. The figures are dressed in summer costumes and are arranged in characteristic attitudes. This is very different from the average summer sale window in an American store.

Figure 4 is a display of costumes designed from those worn by the actors in a play of the first rate. This particular play was founded upon the famous novels on the Osaka Asahi and the Osaka Mainichi and the window setting was designed to suggest one of the stage settings. The background is a painted outdoor scene and in front of this, trees of considerable size have been arranged in the window so cleverly that the whole appears in perfect unity and it is difficult to distinguish between the real and the painted pieces. The figures are dressed accurately in kimonos, obis and the other accessories connected with the costumes worn by the actors. In front of each of the figures was a descriptive card.

Figure 5 represents "The Bride and Her Mother." It is a showing of kimonos suitable for a marriage ceremony and for this reason the setting is an interior. The background is a clever scenic painting giving the impression of a view through a long room into a garden. The perspective and drawing are so cleverly done that the illusion is excellent. It is to be regretted that in the reproduction many of the details of this picture have been lost. The relative attitudes of these figures illustrate the wonderful posing possibilities of the Japanese display figure. Along the lower edge of this picture may be seen the floor lights concealed only be reflectors.

From these pictures it may be seen that the window dresser of the Flowery Kingdom is essentially an artist. He works out his effects with great care as to details and a fine eye for the fitness of things. The principal effectiveness of his work lies in an accurate knowledge of color, composition and perspective combined with a happy facility in the posturing of figures. He is also helped to an extent by the favorable character of the "properties" with



FIGURE 5—DISPLAY OF COSTUMES—THE TREES IN THE FOREGROUND ARE REAL.

which he may work. In other words, nearly everything that enters into Japanese life harmonizes in one way or another. The Japanese have a "style" that is consistent throughout and this "style" enters into everything—even into the landscape, trees, mountains and on down to the least important things. It is very different in America where the national "style," if such a thing exists, is drawn from thousands of unrelated and unsympathetic sources.

All of the displays shown in our illustrations are what may be termed "picture" windows and in each instance the decorator has made the picture as accurate as possible. There has been no attempt to show any great variety of merchandise and, with the exception of Figure 5, no merchandise has been used that is not a logical part of the scene. Even in the summer bargain sale window shown in Figure 3 not a single piece of merchandise is displayed other than that which constitutes the dress of the four figures. It is not expected that a great amount of goods will be sold directly from the window but rather that the display will create an impression and tell an advertising story that will bring people into the store to look over the stock.

It should not be understood however that all Japanese displays are made in this way. They frequently arrange windows with various kinds of goods to show them without the help of the picture effect. For showing fabrics one of the most popular fixtures is the tall draping rack one end of which is shown at the left side of Figure 5. These racks usually have two horizontal bars over which the fabric is hung with little attempt at draping effects. It will pay the American window dresser to look these pictures over carefully. While the settings may not be adapted to the display of American merchandise, there are in them certain basic ideas of composition and arrangement that would apply to the display of any kind of goods.

January Sales

THERE have always been a good many merchants who look with more or less skepticism upon the soundness of the business policy that underlies the "January White Sale." They contend that instead of trying to force goods that will not be worn for months, it would be better to center their efforts upon the sale of more seasonable winter merchandise for which a real need exists. They hold that in January there still remain many weeks of winter weather and that heavy goods are the logical ones to push. This philosophy will apply particularly at the present time. The unusually mild winter that has prevailed in most sections of the country has resulted in most stores having an unusually large amount of heavy stuff still on hand. The necessity of getting rid of this winter merchandise is likely to cause many January white sales to be given less attention this year than usual.



Plate No. 7457—Display of White Goods by Marshall Field & Co., Chicago.

The triple window at the back was flanked on either side by double columns decorated with a floral design in relief and colored in metallic tints. Back of the windows was a solid mass of natural preserved foliage. This same foliage was also used at the ends. The effect was dignified and artistic. The four patterns of goods were draped simply.



Plate No. 7458—Display made for a Special Sale by Al Hagen for the Grand Leader, St. Louis, Mo.

This window was one of a series of six that were put in on the occasion of a special sale of "Linaire" fabrics. A trellis effect was built over the mirrors at the back. This was finished in white and intertwined with wild smilax. The upper part of the back and ends was covered with a scenic painting. All six windows were dressed in the same general style. This made a highly effective showing.



Plate No. 7459—Interior Decoration for a Special Sale by Al Hagen for the Grand Leader, St. Louis, Mo.

A trellis effect was built of thin wooden strips and hung up between columns. The trellis was painted white and covered with wild smilax, which produced a very pleasing effect. All over the department were placed banners with the name of the fabric. The picture shows how the merchandise was displayed on tables.

The Principles of Men's Wear Display

By Harry C. Davis

This is sixteenth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

"Systematic Investigation"

"Nothing has such power to broaden the mind as the ability to investigate systematically and truly all that comes under thy observation in life."—Marcus Aurelius

MOST men have the *ability* to investigate systematically and truly all that comes under their observation in life; but I have found that only about two in every ten young men who take up window trimming have the *inclination* or *will*.

Recruits for the window trimming department seem to come mostly from the various other departments in the store, and many of them seem to be attracted by some imaginary, rather than *real,* phaze of the business. Some are attracted by the freedom from the tyranny of house rules, which they think the trimmer enjoys; others see in the business a way to make "easy money" and a few—too few—see in it an outlet for pent-up energy and an opportunity to develop their natural aptitude to create pleasing effects with forms and colors.

Those of the first category seldom stay longer than to learn that to be successful the trimmer must work under unwritten, yes, *unwriteable* rules that are a thousand times more difficult to learn and follow and a thousand times more tyrannical in nature than any house rule ever framed. Those who take up the work to get the "easy money" their imperfect vision enables them to see in it, never stay longer than to learn that there is still a lot more to learn and that, therefore, the money isn't "easy" at all. Of course they never admit, when they drop out, that the difference between what they looked for and what they find causes a chilly sensation to creep into their nether extremities, but you can always tell it by the way they handle those things.

Well, let them go; there is no use wasting time on anyone who has not the inclination, the *will* to work, study, learn by investigating systematically and truly at least the things which have to do with his business and which come under his observation in his daily pursuit of the same! The fellows who stay because they find what they came looking for are the ones we are trying to reach and help. If you, Mr. Reader, are one of these let me assure you that it *pays* to *always* do the very best work you can; and that there is no better, surer way to fit yourself to do good work than to "investigate systematically and truly all that comes under thy observation in life." Nor need you apply this rule *only* to the things that have *directly* to do with displays of merchandise. It is well to study other men's work, their methods, their displays; but you will profit fully as much, yes, more by "investigating systematically and truly" the underlying causes of the effects resulting from arrangements of forms and colors as contained in countless other things than are carried in a men's wear store.

Sooner or later you will find that in order to do better work than the average man in your line and create a style of your own that will "take" because it is different from the ordinary, you will have to learn to see in ordinary things more than the average man sees; and learn to make good use of the things your self-training enables you to see. I have heard trimmers say that they never knew how they were going to arrange a display before starting with it; that they never knew what the result or effect was to be like before they had finished. I have always believed them, after seeing some of their displays; and I long ago ceased to wonder why some men work hard for years but seem never able to improve the quality of their work, or work their way up to a good-paying position. Such men trust always to luck; depend upon it to create effects of beauty in their displays. Is this the right way to work? Certainly not! The right way is harder to begin with, harder to learn because it requires study, but it will take you further and it will in due time serve to lessen in no small degree the uncertainty as to what sort of effects are to be expected from certain arrangements or combinations of forms and color. To vary the arrangement of forms and colors and yet produce an effect of beauty with each variation or, again, to produce effect of beauty with whatever colors and forms it becomes necessary to work with is difficult enough for even workers of long experience; but those who have familiarized themselves with the inevitable results of placing certain colors in juxtaposition and of placing certain forms near to or distant from others are certainly the ones best fitted to produce effects of beauty with the least difficulty, in the shortest length of time and most often.

I know of nothing that will be more helpful to you, that will better fit you to work always with sureness of reaching the desired end than to study and familiarize yourself with *causes* as well as effects. For whatever the effect there must be a cause and to familiarize yourself with the cause or causes of every effect that comes under your observation is to prepare yourself to work with confidence, safety, certainty of results. If you have read recent articles of this series you know that I am a firm believer in the value of effects of beauty in displays, be the goods, themselves, beautiful



DISPLAY 1A—THIS DISPLAY BY HARRY H. HEIM IS NEARLY PERFECT.

or not; and that whatever degree of beauty the goods themselves may contain, it is lessened or enhanced according as the articles are arranged. This latter means, of course, that if the kind of judgment which may be called good taste be used the different colors and forms contained in the articles will receive due attention and be so arranged that one color will lend beauty to another and the lines that mark the form of one article will lend grace to the lines in the articles placed near it. There you are; these are the things to study! It is your business to find out which colors "pull together" and which ones "fight," what sort of effects result from placing in juxtaposition any two or three colors or, again, any two or three or more tints or shades of colors; and what effects result from placing in various positions the million-and-one different lines and forms to be found wherever you happen to be. And this is why I say you will profit by learning to "investigate systematically and truly all that comes under thy observation in life"—at least all that contains color, line and form or mass.

Just to learn to learn to study—"investigate systematically and truly"—will be a bit difficult at first, but once you get the "hang" of it and form the habit you will see more beauty, as well as ugliness, in the world than you ever dreamed existed. And in time you will learn to so readjust things that where once a displeasing effect held forth an effect of beauty will prevail. You will "catch" the effects resulting from arrangements of colors and lines in groups of buildings; in piles of rocks; in groves of trees; in banks of clouds and what not. You will learn to study the architectural details which, collectively, form the beauty of handsome buildings; the lines and masses of colors to be seen in frescoes, pictures, designs, and decorations of all kinds.

And, best of all, you will sooner or later begin to adapt some of the best effects you see to your own uses in arranging displays. And this, in turn, will mean that you—and others—will begin to notice that your work is both different from and better than the average. Why? Because you are educating yourself; developing your ability to "investigate systematically and truly all that comes under thy observation in life;"



DISPLAY 1B—THE WIDE STRIPES AT THE BACK MAR THE UNITY OF THIS WINDOW.



DISPLAY 2A—AN EXCELLENT ARRANGEMENT BY SAM FRIEDMAN.



DISPLAY 2B—HERE IS ANOTHER GOOD ONE BY MR. FRIEDMAN.

broadening your mind and—making of yourself a better worker and a better citizen.

Now if this sounds to you like just so much *theory* just practice for five years what I have been preaching these few minutes and see if you do not find yourself far in advance of the average man in your business; and see if you do not find in the world a lot more to enjoy than do a lot of people you know. You need not



DISPLAY 4—BY J. D. WILLIAMS—SIMPLE AND EFFECTIVE.

bother to write telling me your answer when the five years end, for I know *now* what your answer would be. Then there are other benefits to be derived from familiarizing yourself with the causes of effects. To know how to manage color, line and form means to be able to "lay out" your display as soon as you have before you the articles to be displayed and this means to be able to work more rapidly, finish a display in less time than is possible if you have to arrange and rearrange things several times before the desired effect is attained. And to be able to do this is a great advantage, as we shall see. The trimmer is often expected (and rightfully) to make an attractive display with things in which there is very little, if any, of that ever-attractive quality, beauty. And, again, he is very often called upon to arrange *quickly* not one but a series of displays for which no preparation has been made. The less-educated man will, of course, get the work done somehow, some time; and if the displays be not quite as good as they might there is the excuse of unexpectedness to resort to and "save his face."

But how much better for both the store and himself if the trimmer is educated, if he has the ability to arrange *quickly and tastefully, too,* whatever colors and forms he is called upon to display at a moment's notice. It not only makes him feel better, but makes his services more valuable—and really valuable, high-priced services seldom go begging for any great length of time, if at all. These are only a few of very many reasons why every young man who takes up window trimming should make up his mind to get such an education as will fit him to face without fear or falter any problem or task that may arise unexpectedly or otherwise. Backed by good and proper education, you need not depend on luck for anythiing; but in the absence of the former you *will* depend on luck for a great deal—and luck is a fickle pal, never to be trusted or depended on to aid you to solve knotty problems.

If by studying displays of merchandise you find it easier to "catch" effects resulting from arranging certain colors and forms in certain ways, be careful to study the right way. Don't merely set down in your mind or in your note book some twist, fold, form, drape or arrangement of things that happens to catch your eye, with the intention of using it in a display of your own. That is neither studying nor investigating systematically and truly; nor will it tend to broaden your mind. It is *stealing,* pure and simple. If not stealing, then copying; and one is as much to be avoided as the other, if you would hope to win both success and the respect of those who are ever ready to show their respect with sound, round dollars, for real ability.

As we have noted before, it is well to study other men's work, their displays, methods and so forth, but to derive any substantial benefit you *must* study in the right way—inivestigate systematically and truly the causes of the effects that attract and please. If you familiarize yourself with the causes of pleasing effects and of displeasing ones you will feel little inclined to do else than juggle these things and with them create effects that you can enjoy the more because *you* are responsible for them. And in due time you will



DISPLAY 3—A GOOD ARRANGEMENT BY ED. LAFFERTY.

find at your command an almost countless number of combinations of color, form and line that you can call your own and with which you will be able to create quite as many more.

It is well to study, too, the reproductions of displays to be found in various trade journals. And here, too, be sure to study the right way—investigate systematically and truly what you see in the pictures. You will derive little, if any, benefit from merely *looking* at a picture of a display or glancing at any number of pictures as you turn page after page. But you can learn a great deal by investigating systematically and truly every picture you see. If you look at a picture in which the articles that make up the display are so arranged that the effect does not please your eye, pick the thing to pieces; move the articles about,



DISPLAY 5—IN THIS DISPLAY THERE IS TOO MUCH CONFUSION.

rearrange them in your eye and mind; make the lines and forms in things "pull together," help one another create a pleasing effect. And when you see a picture in which a pleasing effect has been creatd by arranging a number of articles in a certain way, take care *to observe and mark well* how the various shapes or forms and lines in the article effect one another; and *how and why* each line and shape or form in each and every article helps in some way, in some degree, to produce the effect.

By studying these things you will acquire the ability to avoid making things in which grace of line is essential appear lacking that quality; and to make still more graceful lines and forms that are naturally so. If you do not realize how important wise management of line and form is, or how the shape of one thing will effect the shape, the appearance of a thing of different shape placed near it, take some blocks of wood of different shapes, arrange them in different ways—two, three or more together—and see how some will seem to flatten out, others grow taller or otherwise, and so on.

By all means learn to manage *wisely* line and form as well as color. For by doing so you will learn to *originate* shapes for and arrangements of things that will be *noticed* because they are "different" as well as pleasing—and which the other fellows haven't used because they are as unskilled in the management of line and form as they are ignorant of the important parts they play in producing effects of beauty in displays.

In the accompanying illustrations you will find a great many different combinations of line and form, careful study of which will enable you to see how the form of one object will alter the appearance of the form of another when placed near it; and also, how the lines and masses in backgrounds effect the form of things placed before them. Illustrations 1-A and 1-B show a set of backgrounds in which the designer's familiarity with the lines, proportions, details of the Ionic order is much in evidence. No detail or rule of proportion seems to have been overlooked by the designer once he chose his order; and no line or detail belonging to another order was allowed to work its way into his plan and spoil it. The result is plaiin to see—a thing correct; a thing of beauty; a fine setting for displays of all sorts of merchandise, I have written this after looking at 1-A and while I think much of it when looking at 1-B I cannot grow enthusiastic over those alternating light and dark stripes. They tend to make narrow those fine, large, well-proportioned panels; detract from the more beautiful lines to be found elsewhere in the design and make a too large display card appear still larger. The more you study this picture the more you will see how those black stripes—so wide that they represent just so many perpendicular masses or forms—tend to distort everything else in the window. In what degree the arrangement of the colors in the merchandise may have counteracted the effect of these heavy stripe masses we cannot see; but it is easy enough to see in which picture the eye becomes confused and in which one the eye seems to want to rest, because it finds so much that pleases—both in the background and in the very tasteful arrangement of the merchandise.

In illustrations 2-A and 2-B note the effect resulting from arranging things of various shapes or forms before a setting divided into small panel-masses. I think you will see how, by tastefully and cleverly arranging things and by creating pleasing lines and forms with the garments shown before those panel-masses, things have been made to assume more than natural grace. Effects of beauty have been produced with things than which there is nothing more difficult to do that with. With but little color to depend on to make the displays effective, the *making* as well as ar-

rangement of line and form was necessary—and the pictures show that these things were not only attempted, but *done* in admirable fashion. Here are two exceptionally good displays in which you will find much that will help you learn to manage line and form. Study them, long and often.

In No. 3 we have a very pleasing effect resulting from placing before a straight-fold drape of plush two rather roundish forms and one of a somewhat elongated shape. It is plain to see that the cold white of the garments is relieved by a dash of color contained in the ties; and that the monotony of line in each of the forms is broken by so arranging the sleeves of the garments that pleasing wavey lines are formed. Note the positions in which the forms are placed—how a little turn this way or that helps to create an effect of ease, grace, beauty.

Illustration No. 4: See how easy it is to *make* pleasing lines and forms and then so arrange them that an effect of beauty must result! That is, how easy when you know how. Look at this simple little unit of shirtings; at the forms into which an educated hand has shaped them; at the graceful lines which mark the forms and at the pleasing arrangement of things in general. Note, too, that nothing has been left out or undone to make it plain that these soft, puffy pieces of cloth were designed to be made into shirts. There are ties, gloves and links such as you would want to wear with the shirts. This is a beautiful, powerful little display from which you can learn a lot about the management of line and form and—how to show merchandise in a way that will both attract and please people of good taste.

In illustration No. 5 we find much that is to be avoided. Here we find mass and mass and also *muss*. Does this awful mix-up show judgment or taste in the management of line and form? I wonder if there were any elongated forms or perpendicular lines left in stock! No,—the—man—just—put—them—all—in—the—window.



Plate No. 7461—An Interior Trim by Carl H. Shank for C. F. Jackson, Findlay, Ohio.

This handsome interior decoration was carried out in the Japanese style throughout, paper parasols, lanterns and wistaria being used. On the main floor was built a pergola, upon the top of which was arranged a realistic bit of Japanese landscape. The remaining details require no explanation, as they are sufficiently clear in the picture.



Plate No. 7460—Preserved Foliage Effectively Used by C. W. Ahlroth for the Union Clothing Co., Columbus, Ohio.



Plate No. 7462—Display of Shoes by Oscar Klausner for Newcomb-Endicott Co., Detroit, Mich.

This display was put in for the Cadillac celebration which accounts for the flag decoration at the top of the background. The shoes shown were intended to illustrate [illegible]ern shoe craft as compared with that of other times a[illegible]r countries. In the middle was shown a pair that had been worn by Queen Victoria of England, and there were others equally interesting. Small cards told about the shoes on exhibition. This made an interesting window.



Plate No. 7463—Special Display by C. W. Ahlroth for the Union Clothing Co., Columbus, Ohio.

This display was put in on the occasion of the opening of a new theater in Columbus. A Pompeiian frieze was used to finish off the top of the background. The lower part of the back was imitation marble.

A LOT of different articles marked at the same price seems to have a fascination for many people. This is illustrated by the pulling power of the windows of any Five and Ten Cent Store. Displays on the same principle might easily be made by almost any store and the results would no doubt prove equally satisfactory.

THE WORK OF THE CARD WRITER in most big stores is greatly added to by people in the departments who soil or damage cards through carelessness. Apparently the salespeople do not realize that every card sign costs the store money. They should be handled with the same care that is given to fragile merchandise.

STORE FRONTS

THERE IS A BIG DIFFERENCE BETWEEN STRUCTURAL AND COMMERCIAL FRONTS—A PROPERLY DESIGNED FRONT IS A BIG FACTOR IN THE STORE'S SUCCESS.—A SHINING EXAMPLE.

THERE are practically two kinds of store fronts—structural and commercial. Structural fronts might be called contractors' store fronts for about all they do is to keep out the rain and snow. Commercial fronts are the kind that create business—they pay for themselves in a few months by the extra profits they produce.

These two types of fronts are not limited to any particular state or locality; on the contrary they are found in every corner of the country—in big cities and small towns, and, strange as it may seem, a greater proportion of good, sales-producing store fronts are to be found in the smaller towns than in the larger cities. Why? Perhaps the "country" merchants' pride has a great bearing—perhaps it is because of a thorough investigation before arriving at a final decision—perhaps it is because they guide themselves by the paid-for experiences of other merchants. It doesn't make much difference *why* this condition exists as long as it is true, but it does follow that the successful store fronts of "country" merchants should be analyzed by other merchants who contemplate the alteration of their fronts.

A few days ago I had occasion to interview a dry goods merchant in a busy little Iowa town of about 13,000 people, who had recently completed a new store front. It was of the "structural" kind and unfortunately represented a good deal of money—at least the profits on a multitude of "over-the-counter" sales. I had heard of this merchant's disappointment and had made up my mind to analyze the situation so as to learn in what way he had gone wrong or rather misapplied his store front appropriation.

His front is 36 feet wide and approximately 14 feet high. His store room is of sufficient depth to allow at least 15 feet for show window purposes; however, only 8 feet was used. It seems that after deciding to install a new front this merchant called in the local carpenter who had always taken care of the odd jobs of carpentry around the store.

"John" (the carpenter), "I have decided to put in a new front and would like to have you begin the work just as soon as possible so that it will not interrupt my spring business. About what will the work cost?"

"Let's see—your store is about 36 feet wide—and about 14 feet high. Do you want a front something

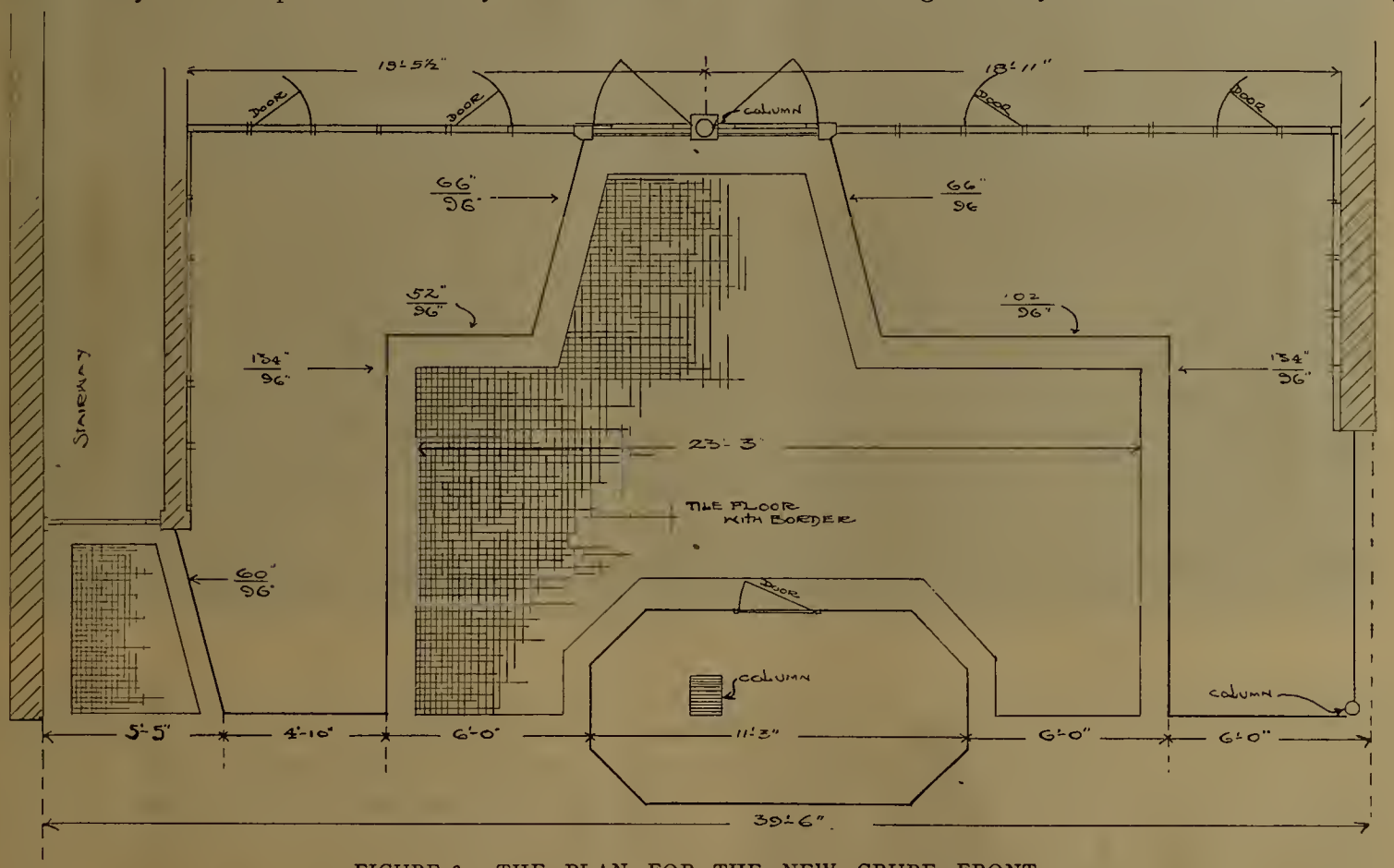


FIGURE 3.— THE PLAN FOR THE NEW GRUBE FRONT.

like the new 'Hub' front down the street—that is a good, substantial front."

"Yes, I guess that will be all right—only I want the door a little wider."

"Well—I'll order the material right away and will begin tearing out the old front next week."

"About what will it cost, John?"

"I guess the whole job can be done for around $900."

"That's pretty steep for just a front, but suppose I'll have to do it. The old front is pretty rotten and I'm afraid the glass might fall out and hurt someone."

A GOOD PARTITION

Now, John is a first-class carpenter—has had a good many years of experience in general carpentry, but when it comes to store fronts, the kind that pay, the kind that make sales—he's entirely out of his realm—not because he isn't capable, but simply because his past experience in the construction of store fronts has been most limited and because he naturally has considered store fronts from the structural or technical standpoint only. To him a store front is merely a "partition" to keep out the snow and rain and let in a little light. The individual requirements of the various lines make no difference to him when he designs store fronts.

After puttering away for a considerable time the front was at last finished and the windows were dressed.

What was the result? I hardly need to explain—you can guess—you've seen just such cases. The front failed to produce *sales*—it wasn't made to fit this merchant's business. His front was copied from a furniture dealer's front and the lines so widely vary that of course it didn't fit the dry goods business. This front is water tight—and does let in a good deal of daylight, but of what value is that if it will not *sell* dry goods? In his stock this merchant has eight groups of departments, still his windows allow a practical and attractive display of but two to four lines—it's the old "two windows and a door" style of front.

This merchant spent in the neighborhood of $1,000 for his new front and according to his own figures it will take at least eight years to pay for itself—not a very good investment, comparatively figuring.

I cite this experience simply to bring out the great importance of making a store front fit the business with which it is associated. This is a "structural" store front—the kind you invariably pass without even noticing—it's the kind that breeds "Bankrupt Sale" and "Forced to Close" signs.

GRUBE'S EXPERIENCE

Now, to show you what I'm driving at when I speak of "commercial" store fronts I will tell you of the experience of The A. Grube Co. of that little Indiana city of 19,000 busy people—Logansport.

About three and a half years ago Mr. Grube opened up a store to sell Wooltex—he adopted the slogan, "Outfitters to the Fair Sex." He has always been a staunch believer in the *attraction* step of every sale and has woven his very store policy around that one thing. He hustled along for about three years, never forgetting to first attract the "Fair Sex." During these three years he had one ambition that he knew would ultimately materialize—a new store front



FIGURE 1.—THE OLD GRUBE FRONT—COMPARE IT WITH THE ONE ON THE OPPOSITE PAGE.

—consequently he kept both eyes open for store front ideas. At last the time came when he could go ahead, then he started to work out his ideas on paper. He didn't go to his contractor and say, "John, I want a new front—what will it cost?" He knew right well that the only way he could make any money on his store front investment would be to put in a front that would make new—extra—sales. He fully expected the front to pay for itself inside of eighteen months.

Figure 1 shows a photograph of his old front—one of the structural kind that do a pretty good job of keeping out the snow and rain, but an awfully poor job of making sales. See how unbusiness-like it was—dark and gloomy and did most everything but attract *favorable* attention. I won't dwell on the old front—you have seen thousands just like it.

Figure 2 shows a photograph of the new Grube front. If it weren't for the sign at the head you wouldn't recognize the place, would you? This is

truly a wonderful and most interesting change—here are two photographs that tell more than I could if I were to write reams.

Notice first that it is of the arcade type and so designed that Wooltex garments can be easily and attractively displayed. Each compartment is of ample size to prevent congestion of display and still the vestibule is so large and inviting that it has actually become a hobby of the "Fair Sex of Logansport" to "window-shop" at Grube's. "Window-shopping" has proved to be the underlying reason for Grube's success. A big percentage of today's sales in every store is the result of yesterday's display efforts.

This front, mind you, actually paid for itself in five months—increased Grube's business $10,000. Is that a good investment—would that satisfy you? And remember—Logansport boasts of only 19,000 people. And Grube's sales are made only to women.

Figure 3 shows a ground plan of the front. It's 39 feet 6 inches wide and by adopting the arcade type there are 100 feet 6 inches of actual show window frontage. The island case alone has 31 lineal feet.

It is well to note that the island case does not congest the vestibule—there is a 6 foot entrance way on either side and the vestibule is 23 feet wide directly behind the case.

Considering the ground plan the front is out of symmetry but there was a reason for constructing the front in that way—the two columns or posts (one between the doors, the other inside the case) could not be removed so it was necessary to plan accordingly. By looking at Figure 1 you will see the lack of symmetry is not noticable—it shows up only on the ground plan.

The front is 14 feet 5¼ inches high, the plate glass 96 inches high (80 inches high in the island show case) and the tile prism is 58 inches high. The general proportions are excellent and while pleasing to the eye it works out very well practically. There is a flood of daylight in the store room, a point also that has resulted in no little saving to Grube's store. Artificial lighting costs money and the longer you can daylight your store each day the smaller will be your lighting bill.

This store front is making more people stop to look than any other front in town and here is Mr. Grube's reason. "Our large, roomy vestibule, our beautiful displays and the tremendous drawing power of the general appearance of our front seem to compel attention; in other words the women simply cannot stay away from our front and our displays."

Mr. Grube also says: "We find that the women walk into the vestibule, circle around the case and inspect the goods at their leisure—the vestibule is practically a part of our sales room."



FIGURE 2.—THIS IS THE NEW GRUBE FRONT—IT PAID FOR ITSELF IN FIVE MONTHS.

You will find all sorts of store fronts for all sorts of businesses, but when you put one in your store be sure that it *fits your business*—be sure it becomes a part of your business and not simply a material part of your building.

The two experiences cited here will show you the ultimate difference between structural and commercial store fronts.

ABOUT 350 different ways of getting business are described in our book "Sales Plans." If you can apply even one of these ways to your business you will get back the price of the book many times. If you think that among all these plans you could find one that you can use, send us $2.50 for the book. If you don't like it we will send you your money back cheerfully.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" Established 1893
"The Show Window" Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON - - President
G. H. LAMBERTON - - Sec'y and Mgr.
THOMAS A. BIRD - - Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

EASTERN OFFICE, 1724 Tribune Building, New York City

Telephone 4349 Beekman

WILLIAM H. ROSS, Eastern Manager.

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba - - - $2.00 a Year
All Other Countries - - - - - - - - - $3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

Direct all Letters and Make all Remittances Payable to the Order of THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.

Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Window Trimmers

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**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

January, 1914

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Explaining the Situation

THAT during December there was a decided tightening up in business circles every merchant knows. This stringency, such as it was or is, was ascribed to many things, but there are few merchants who did much talking for publication on this somewhat tender subject. John Wanamaker, however, who generally manages to do things in a different way, took the bull by the horns and made the business situation the text for an advertisement that appeared in all of the principal papers of New York and Philadelphia. The ad is worth reading. Here it is:

About now, if Benjamin Franklin were in his old printing office down Market street, Philadelphia, writing a new page of his Square Almanac (price 6d) to fit these days, this is what he would be saying:

Day After Christmas—Look for Master Common-Sense to come around and set right all the clocks of business, so that all the inhabitants of New York, Philadelphia and Chicago may get to work in harmony again.

A station clocks needs to be only a minute wrong to make thousands of people miss their trains, and if the pendulum of the clock of business loses a single beat, it starts a halting and trembling, and worriment from one end of the country to the other.

There was some such little worry started in Manhattan as long ago as Thanksgiving. Some business brains that were usually as regular as chronometers began to lose minutes. People got to thinking about hard times and so we got to losing time. Men and firms, usually very reliable, began to do unusual things.

There was a check, and a halt, and wait, and worry in business.

Old-time conservative firms stopped buying new stocks and began almost frantically to advertise special sales—firms even that scarcely ever used the newspapers to advertise.

Manufacturers saw their winter stocks piling high and joined in the worrying.

And all the time people went on about their "Christmas Merrying" and let business worry itself along.

The result is that now there is a congestion of merchandise.

Millions of dollars are tied up in winter clothing that people have not found it necessary to buy.

Most manufacturers and a great many stores are heavily overstocked with these winter goods.

The overstocked manufacturers and wholesalers are bound to lose money, if the owners hold the surplus goods over to next winter.

Let all get started to work. It is conceded that the Wanamaker stores furnish one of the greatest outlets to keep the stream moving.

It is necessary at this moment that manufacturers and merchants put up their shoulders against the wheel of business and drive without stopping.

Whatever others do, we are not going to be croakers and gloomifiers.

We begin to begin again at once—this day and every day.

Our huge stores are active clearing houses for merchandise that overstocks may not clog the manufacturers' warerooms.

We stand ready at this particular time to take over and market without profit, if necessary, all merchandise that is up to our standard.

We will take the overstocks on hand of manufacturers

and jobbers, no matter how large, so far as they come up to the Wanamaker standards of quality.

This means a fine opportunity for the people.

Not the least thing it does—it gives the mill people and ourselves employment, when some manufacturers need money.

It means, too, in some instances, that one dollar will buy as much as two did some months ago.

It means that business is to be quickened, and that stagnation of merchandise on makers' or wholesalers' hands will be stopped.

It means, also, if all the merchants, manufacturers and newspapers pull together, that business will quickly go forward prosperously and clear the business skies.

"Ready, aye, ready!"

Cut Out Trading Stamps

FOR a number of years the store of A. D. Matthews Sons in Brooklyn has made a big feature of trading stamps. In fact, during the last few months before the reorganization, practically all the advertising done by this store was to exploit their trading stamp parlor. Possibly this policy may have had something to do with making the reorganization necessary. At any rate, the new management promptly placed the taboo upon stamps and they will be used no more by this store. The following is part of an announcement that appeared under the heading, "New Year's Proclamation":

The new management of the House of Matthews, after a most thorough study of the Trading Stamp situation, has decided to discontinue the giving of Trading Stamps. Although we have always offered splendid merchandise values at the fairest price, we feel that we are now in a position, through the strength of our moern merchandising methods, to offer far greater value than ever before in the history of this house.

Many of the most successful stores—including our worthy and honorable competitors on Brooklyn's main thoroughfare—Fulton street, do not give Trading Stamps, nor will we; and now, that the leading markets of the world are thrown open to our cash-buying policy, we will sell merchandise of quality and character at far lower prices than ever before.

We welcome you to our great institution; we desire you to inspect our store; to see its brighter aspect and to note the enthusiasm everywhere prevailing—as did thousands during the holiday period. We want you to share in the benefits of our Great January White Sales—to take advantage of our improved service—our almost perfect delivery system, which starts a package on its way to your home within ten minutes after the purchase has been made.

We are rebuilding upon a foundation of honor, character and square-dealing—"The Store of Confidence."

DO YOU understand how to clean and repair wax figures? The process is fully described and illustrated in the book "The Art of Decorating." So are thousands of other things equally useful to the window dresser. This is a book you surely ought to have for daily reference. We will send it prepaid to any address for $3.50, and if you don't like it after examination, we will return your money without the slightest argument.

MR. A. E. HURST, Chairman of the Educational Committee of the International Association of Window Trimmers, has been appointed a member of the Retail Display Committee for the Associated Advertising Clubs. This committee arranges the program for the retail departmental meeting, to be held during the convention of the A. A. C. of A. in Toronto in June.

Mr. Hurst states that he will co-operate with the I. A. W. T. in placing and securing space for anything which the I. A. W. T. might want to show which would be of interest to men attending this big contion.

MR. C. J. POTTER, President of the International Association of Window Trimmers will give a lecture at the Retail Departmental meeting of the associated clubs at their annual convention next June in Toronto, Canada, upon utilizing window displays to the best advantage. This lecture will be illustrated with stereopticon views.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.
BERT CULTUS, Tacoma, Wash.
W. H. HINKS, Minneapolis, Minn.
J. O. BUCKWALTER, Pittsfield, Mass.
W. L. BLAYNEY, San Francisco.
E. M. McCARTNEY, Pittsburgh, Pa.
B. J. MILLWARD, St. Paul, Minn.
J. J. FARREN, Savannah, Ga.
TOM ALLAN, Douglas, Ariz.
CLARENCE M. HERR, Chicago.
WILLIAM F. OXENREITER, Pittsburgh.
C. W. AHLROTH, Columbus, O.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

CRETONNE DISPLAYS

THE SHOWING OF CRETONNES, DRAPERIES AND WALL COVERINGS IN THE WINDOWS AND INTERIOR OF THE STORE OFFER AN OPPORTUNITY THAT SHOULD NOT BE MISSED

IT'S A BIT EARLY for the displaying of cretonnes and similar lines but the forehanded decorator lays his plans far in advance and has everything in readiness long before the time comes for the actual putting in of the displays. The trimmer who really understands his business knows from experience that the only way to handle his work satisfactorily is to plan far ahead. And there is the soundest business philosophy underlying this principle of preparedness. Every window dresser has had the experience of putting in a display, and when it has been completed he has gone out on the sidewalk only to discover that something is lacking. Some little thing has been omitted that, had it been added, would have meant the difference between a mediocre showing and a really good one—but it is too late to make the change; the shade is up and the display must stand as it is. These disappointments seldom happen to the forehanded decorator. He generally has his display planned out months ahead of time. And there is plenty of time to study out those little finishing touches that are so essential. Right now is a good time to plan a cretonne show.

There are thousands of stores that have been selling cretonnes for years, but it is only recently that this fabric has received any serious attention in the matter of display. Indeed, the sales of this material have been comparatively small for the reason that little effort has been made to demonstrate its manifold uses to the public. During the past few years, however, merchants have been awakened to the fact that cretonnes are extremely easy to sell if they are displayed and advertised in the proper way. Particularly for bedroom decoration, there is no other material that lends itself to so many varied uses as does cretonne. It can be used in hundreds of different ways to make a room attractive and a clever window dresser can suggest these uses so convincingly that big sales follow naturally. Certainly every store that carries cretonnes should make a big "spread" with them early in the spring. And if the thing is worth doing at all, it is worth doing well.

While the show windows are an important factor in the display of cretonnes, the space is generally more or less limited, and for this reason many stores supplement the windows with an interior show. The customary way of displaying cretonnes inside the store is to fit up dummy rooms in which the uses of the material are shown. This can be done with excellent effect if there is plenty of room. Unfortunately in most stores, however, there is not enough space available to carry out this plan as it should be done.

Arthur W. Lindblom, decorator for the New England Furniture and Carpet Co., of Minneapolis, has hit upon a scheme that serves the same purpose as the room idea and at the same time requires but a fraction of the space for each display. His plan is illustrated in the four small pictures. Instead of making model rooms, in which only one pattern of cretonne could be shown to a room, Mr. Lindblom built a large number of small booths such as are shown in the illustrations. These sections were less than eight feet wide by about half that depth and each illustrated a simple but complete scheme of decoration for a room. The back wall was covered with wall paper with an appropriate top and bottom border. In front was a valance and side curtains of cretonne in a harmonizing design. A piece of furniture of suitable design and finish was placed in each section and in most of them were shown curtain materials that fitted into the color scheme. In each booth was a large show card with the design number and a list with prices



A GOOD WINDOW DISPLAY OF CRETONNES BY E. D. PIERCE OF ROCHESTER, N. Y.





of the paper, borders, cretonne, edging, etc. The booths were lighted from the inside by concealed lamps after the manner of lighting a show window.

In all of the sections, the color schemes were carefully arranged and the entire effect was far more attractive than is suggested by the photographs. The advantages of this plan of making an interior display are that so little space is required to demonstrate each decorative scheme that a considerable number can be shown in a department of average size, and it requires but little work to make the display compared with those in which the room idea is worked out fully. Mr. Lindblom also had a number of window displays of cretonnes and the newspapers were used to exploit the cretonne show. It proved to be a big success and resulted in large sales not only of cretonnes but also wall paper and other decorating materials.

The other two pictures show two typical displays of this class of goods. One is an unconventional display of cretonnes combined with summer furniture made by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y., and the other is a display of draperies made by Jerome A. Koerber





THE FOUR PICTURES SHOWN HERE ARE FROM INTERIOR BOOTHS DESIGNED AND PUT IN BY ARTHUR W. LINDBLOM OF MINNEAPOLIS.



A GOOD DISPLAY OF DRAPERIES BY JEROME A. KOERBER.

for Strawbridge & Clothier of Philadelphia. Instead of working out any set scheme of decoration, Mr. Pierce has shown a variety of patterns as only one window was available. At the back were two simple arrangements made to suggest window curtains. These were fastened to the top of the background. The rest of the designs were arranged to give a careless effect being thrown over various pieces of summer furniture and about the floor. A few spring flowers of colors to harmonize with the goods were used. This made a satisfactory showing.

The display of draperies by Mr. Koerber is of a different character, the goods being displayed over fixtures in somewhat conventional arrangement. In this window the object was to create a pleasing effect through the graceful placing of the goods and good color harmony and contrast. Materials of this character are not really difficult to display attractively if the decorator will only stick to a simple scheme of arrangement. There should be some suggestion as to how the draperies would appear when used in a natural way, but this suggestion need not be exact.

One advantageous point as to displays of cretonnes lies in the fact that they need not cost much money. The goods are in themselves so decorative that but little supplementary decoration is necessary. It is generally advisable, however, to use a few flowers that harmonize with the patterns shown. These will give the little touch that is necessary to make the exhibit complete. A few pieces of furniture also are calculated to set off the goods advantageously. In these days, nearly every cretonne pattern has a corresponding one in wall paper and borders and the advantage of showing these together is obvious.

Some stores go to great lengths in suggesting uses to which cretonne may be put aside from draperies. Boxes and baskets are covered with it. Lamp shades are made; sewing bags, chair covers, bed spreads and many other uses are worked out to indicate the remarkable variety of ways in which this attractive fabric may be utilized. Such articles not only help out the display, but they generally sell very well.

By all means, the store that sells cretonnes should make a big display of this line early in the spring. The very fact that it is not generally shown in the windows will make it appeal more strongly to the average woman. And right now is the time to plan out the display. Think it over and try to work out some practical scheme for making "Cretonne Week" a regular event. It easily can be made to pay a surprisingly big profit and it can be timed so that it will not interfere with other sales on the store calendar.

THERE is probably no window dresser who knows everything there is to be known about his business, but if one were to take the combined experience of three or four hundred of the leading decorators, it would represent pretty nearly all the information there is to be had in this line. That is what is contained in the "Art of Decorating." It is the experience of a great number of the leading decorators and it will prove a mine of information to anyone. The price is $3.50 prepaid.

Department Store Card Writing

By G. Wallace Hess

This is the seventh of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

About Air Brush Work

IN THE making of cards where the air-brush plays a part the workman should be careful not to get too much color on the card so as to detract from the reading matter.

The most lamentable thing about reproducing work done with the air brush is the fact that there is no process which can do the work justice, provided the air brushing be daintily done.

That there are lots of workers who buy stencils in large quantities is a fact, that there are many, too, who cannot afford to buy them and who cannot design them is another well known fact. That there are many stunts that can be done with an air brush that are not made use of is well known. All metropolitan cities are "cheap" when it comes down to show cards—and business men cannot and will not pay the prices one is often led to believe they pay for show cards. Outside of the cigar and cigarette industry the air brush has been used very little in the touching up of printed cards.

I have called attention in a previous article to the scheme used in making card No. 2. Eliminating the little violet and lily-of-the-valley ornament entirely, here is a scheme that a high-class avdertising man would not condemn, and you may not believe it nor admit it, but many good cardwriters have been made by advertising men. A card like this can be lettered in two or three colors and then the "tint block" effect with the air brush done after the card is lettered and dry. In many ways this is an advantage, for a worker might spend a half hour air brushing a card and ruin it in lettering—if the air brushing can be done last it follows that if the card is spoiled in lettering less time is lost.

I also called attention in a previous article to the fact that good air brushing cannot be done on a coated board, and good brush work—real good—is almost impossible on it also. Mat board and heavy catalog cover papers are desirable and the latter on account of their light weight can be sent by express very reasonably.

The great trouble with the cover papers is that paper houses do not care to sell in small quantities, but the mills in the United States are turning out such novel effects in covers now that it would be worth your while to get in touch with some good paper house in some large city near you. All high class mills making these goods are on the Atlantic Coast, but their agencies are everywhere.

Now, in making card Number 2 a very, very delicate green spray was thrown on the rectangular opening in the mask and then two or three veins of an equally delicate lavender was blown on. It is not necessary to buy prepared stencil paper for such small things as masks. Six ply cardboard is better. Another thing which is essential is a sharp—a real sharp—knife, whether it be a pocket, mat or stencil knife.

In card Number 1 is shown a little conventional rabbit and flower stencil blown on in dainty light tones of green, lavender and brown. It shows but little on the card—don't get vile, strong shades of green and lavender—see how dainty and light you can get them.

Many of you have a set of artist's water colors. Sometime if you want a dainty tint try washing up a little of these and see the novel, dainty effects you can get. They are not too expensive if used sparingly and on quarter and eighth cards. The initials on card Number 1 are made with gold outlined with lavender, other lettering in green, gold shaded.

In card Number 5 is shown a part of the rabbit stencil on an eighth sheet standing, which could be used to good advantage in a narrow case or men's wear, millinery or such windows.

Card Number 3 shows an Easter lily ornament on a card lettered with gold. To do good gold lettering where water gold is used a paper with a grained surface such as mat board must be used.

In card Number 5 is shown a violet ornament mounted on a card and it is surprising what can be done with this scheme if it be done cleanly and neatly. Cards Number 2 and 3 are especially commended in this respect.

In many of these little talks there may be something suggested that I wouldn't use in a large store in a large city, though such, if it happens, is rarely. There is many a country merchant buys mat board of good quality for his signs and equally as many in a big city who will buy only the cheapest kind of card-





board. It is simply the law of average over again and by that same law I think one would find that the larger percentage of high-class workmen in the designing shops of the large cities came from the country towns. In fact, the fellow from the rural communities seems to have been able to take care of himself and give a fairly good account of himself besides.

No matter how good a school may be the most fair minded individual will admit that it is in actual experience at the bench, so to speak, that the worker really develops, but it must be remembered also that the more you train the mind the easier it is for the hand to do what the mind wills. There perhaps are a lot of workmen who are inclined to ridicule trade schools, but they fill a great need and are doing lots of good. Take a compositor, for example. Anyone with nimble fingers and good typewritten copy, well punctuated, could learn to set type, but no man outside an insane asylum would contend that a compositor with a good English education would not naturally be a more valuable workman than one who is uneducated. Don't condemn schools, but rather condemn the individual for not putting into practice some of the things he was taught. But as I said before, it is in the shop that little tricks are developed that make for more and better work.

Here is a little suggestion that the fellow with the designing bee in his head might try. If you look at a cigar box label you will notice the gold is generally embossed. The label designer makes this design in colors the same size you see it on the box cover and his gold is embossed, too. Here is the stunt the label designer does. He buys a 25-cent box of embossing compound in a large art store. This is mixed a little at a time with glycerine and water, rubbed up to a thick, creamy mass. The percentage of glycerine is determined by atmospheric conditions. Get too much in the compound and it would never dry—too little and it would dry too fast. Now, this composition is used with an artist's No. 2 or 3 pointed brush and is built up to an embossing height, then bronzed or gold leafed.

On some labels you will see where the gold has an effect like the milled edge of a coin. To get this effect the designer when his scroll or panel begins to set takes a new coin such as a 50 cent piece five or ten dollar gold piece and rolls this carefully over the line of relief work and this "mills" the artist's work and then he bronzes or gold leafs it. Now that stunt could be carried out on initial letters or panels to good advantage. Only remember this faithfully that this embossing compound is not the relief compound used







in relief bulbs or the air pencil. In fact, I doubt if the average clerk knows what it is. I don't. I only know it does what I say it will do and the fellow who wants to spend fifty or sixty cents to experiment a little wants to be sure he is getting compound such as is used by label designers. Furthermore, if you should cultivate a fondness for this line of work and can develop new ideas—label designing pays

Last autumn in illustrating a Thanksgiving card in these columns I made use of an initial panel "faked" out of a post card. This was commented on at the time. Despite this several wrote me asking where they could buy such panels.

If you will keep your eyes open you will see many postcards that can be trimmed down and use in this manner. An edge line of gold, silver or some harmonizing color can be ruled around the panel. Done in a clean, workmanlike manner it is hard for the average person who reads these cards to tell whether it is hand work or posted at a distance of four to six feet. A good sharp knife, clean fingers and some library paste are all you need to carry out such ideas.

Postcards are getting more artistic every year and I have seen many creditable cards sent to the editor of this paper where the cut out postcard has been used to advantage.





Plates Nos. 7464-5-6—Some Good Drapes by Sam Ebert for H. J. Stoll, Milwaukee, Wis.

These pictures show a number of attractive drapes that were made by the decorator over corset forms. It was not the intention to have the drapes appear like finished dresses, but rather to give a vague suggestion as to how the materials would appear if made up. The background was a simple arrangement of panels measured off by means of narrow gilt beading. All of the flowers were natural.



NOTES FROM NEW YORK

A LITTLE WANAMAKER SCHEME—THE MARTINE SCHOOL —EXPERIMENTS WITH CURVED WINDOW GLASS AT MACY'S—BIG DISPLAYS OF TOYS—THE CLOSING OF McCREERY'S—OTHER NOTES

F. F. Purdy

A WEEKLY bulletin of the brightest and newest Wanamaker ideas would be a splendid merchandizing missionary service to the merchants of America. Here's a new scheme:

Wanamaker's customers received, well before holiday trade set in, say late in November, a tiny booklet of say 2x2½ inches. What a little farce? Oh, no. Within the stout little covers there are eleven pages, each page containing four stickers (with serrations between for tearing off) each reading thus:

From John Wanamaker, New York

MRS. JOHN JONES

280 Fifteenth Street Brooklyn, N. Y.

The above is about the size of each sticker, four to a page, eleven pages, with oil paper between to prevent the gum paper sticking.

Then comes a blue leaf with these words: "Please use the pink leaf next. It will indicate your need of a new book. Should your new book not reach you, kindly advise us."

Then comes the page of four stickers and two pages more of white stickers.

The front cover starts with the name and address of the recipient printed same as on stickers and this suggestion:

"Kindly carry this little book and hand the sales person one of the little stickers each time you make a purchase, two stickers if goods are to be sent. It saves time, annoyance of repeatiing your name, and perhaps spelling it, also obviates danger of address being taken down wrong. If you like the plan, kindly advise us, also if any change in name or address.

"JOHN WANAMAKER, New York."

The utility is apparent. The salesman can put a sticker on the sales slip, and another on package, if to be sent. Imagine the feelings of a Wanamaker customer at receiving a booklet full of stickers each with her own name and address. Where would she do her Christmas shopping? And where these books are made by the thousand, it is not such an expensive matter, either.

But this is just a little hint of the new paths Wanamaker is blazing all the time. What Decorator Harry Bird has been doing in Egypt, Italy, France, etc., we do not know. He is due home after this writing, but before this journal is printed. Probably we should know little more if we saw him. But it is dollars to doughnuts it is a scheme cooked up by Rodman Wanamaker to enable Harry Bird to interpret Oriental merchandise to the public more completely—and perhaps something more. New wrinkles are appearing constantly inside the store as well as in the windows, "Little Salons" of all kinds, and Harry Bird is the doctor. Mr. Talley, decorator of the Philadelphia Wanamaker store, returned from his European trip a short time before Mr. Bird, after having made a considerable tour of the Continent and picked up some things that attracted him for use in the windows. Both of these Wanamaker decorators have, we understand, a large degree of carte blanche in all respects while on the other side.

The principle of pioneering in all lines carried on at Wanamaker's is shown by the recent introduction of a department in which is exploited the ideas of the Martine school, established by Paul Poiret, the famous dressmaker of Paris. He founded the so-called Martine school, naming it in honor of his little daughter. In the school, children of ten or twelve years of age are taken, bright children, who have not necessarily been educated, and they are taught to draw pictures of anything they see, in the way of fruit, animals or what not. Thus their free and untrammeled and unconventionalized childish fancy has full rein, and there are some interesting results. Sometimes M. Poiret takes a child into a small room with walls in white, and has the child paint the walls according to its fancy. Designers have wrought out some of the odd, and perhaps bizarre childish ideas into a full design for a dress, a decorative fabric or wall paper, and this merchandise is shown at Wanamaker's, and may be called something on the order of the new Futurist school. There is a little bunch of French young women artists at Wanamaker's who are busy with their brush and needle in various kinds of decorative work, and a separate little salon has been established where they work and where their products are shown. This may be a whim of Mr. Rodman Wanamaker, whose long residence in Paris makes him especially open to new Parisian ideas, but it illustrates as well the openness of the house of Wanamaker to the newest ideas from every source.

MACEY'S WINDOWS

The windows of R. H. Macy & Co. are commented on as being considerably better than a year ago, especially in detail work, and Mr. Allert is constantly active working and investigating and experimentinig for the betterment of his department, and the results of his labors are apparent. The work of specialists, under his direction, is shown in the windows, and three of his trimmers at least devote their attention constantly to certain specified lines. J. P. Northrop, for instance, is the men's specialist; N. Moore specializes on the drapery of the various dress goods, silks, etc.; while O. Schwartz confines his attention to women's apparel and accessories. There may be occasions when they depart from their regular lines, but they are simply exceptions that prove the rule. Thus the Macy decorators, by constant attention to certain particular fields, have come to excel in them, and various fine

touches are visible that point up many a display finely. Mr. Allert has been experimenting with large concave glass window sections inserted in place of certain portions of the window, with the idea of improving the view of the lookers-on and dispelling the shadows. Two large concave glasses extending from top to bottom of windows have been used, but discarded. Now the experiment is going on with a single concave glass inserted in the outer lower half of the window, though the evidence is not all in yet on which to render a verdict as to the character of the results.

Gimbel Brothers, in the Christmas issue of the New York Times, Dec. 7, had what is probably the largest advertisement that has ever been inserted in a New York newspaper. It was twelve pages and filled a whole section. This edition was full of most handsome art work and had been extensively advertised previously, which gave it exceptional circulation. Much of the Gimbel advertising consisted of a recapitulation of merchandise items under a price head. A person desiring to spend a certain amount of money could find, under the heading of that sum, a list of scores of presents from which she could make a selection. Toyland, a big attraction, was in the auditorium, and was arranged by Mr. Wendel in exceptionally artistic and attractive manner.

Toys were more supreme than ever. Trunks, carpets, draperies, upholstery stocks, etc., were ruthlessly put out of place for toys. At Macy's the trunks and bags were taken down to the fourth floor and most of the large fifth floor was given over to toys. There were cages of animals with iron bars, and a lion that roared by means of internal mechanism, and who rolled his head. There was Dusty Rhodes sitting a la Hobo "'neath the boughs of the old apple tree," while a youngster above in the branches tickled Dusty with a branch while he winced and looked up—all electrically operated. Santa Claus was inside of his house full of toys, writing down names. Down on the 34th street side there was a window of a scene in the "War in the Balkans," where a corps of Macy's painted lead soldiers were charging up a grassy slope upon a picture that continued the scene and looked very real indeed.

Wanamaker's fourth gallery was used entirely for toys. Carpets and rugs usually have this whole floor, but they were all put down stairs with the upholstery. The toy exhibit was enlivened by Santa Clauses and Hobgoblins in big boxes placed aloft, and big heads were poking off big box covers all over the floor to the delight of the children. And through to far side of rotunda could be seen a face of Santa Claus, a floor or two deep, to which Goliath was a babe, and this could be seen from all over the building from which the rotunda was visible to locate the toy department.

Loeser and Abraham & Straus kept close to each other's general window plan as usual. A. & S. had a "Bal Masque," and the little people were prancing around with masks, and in all kinds of costumes, from that of Napoleon to a little apple girl, while there were galleries filled by the elite of dolldom looking on. Loeser had a fine setting for a social affair of the 400 of Brooklyn dolls. Nothing savoring of the hoi polloi at these stores! The windows would have done credit to Altman or Stern. Perhaps they have toys for real frisky and dirty boys, too.

Twenty-third street has practically passed as a shopping thoroughfare with the closing of the McCreery store a few weeks ago. All the employees are taken care of, either at the Thirty-fourth street establishment of James McCreery & Co., or at other allied stores, so that the closing of the Twenty-third street store will entail hardship on none of the down-town McCreery force. The McCreery store was but a very few months following Stern Brothers' removal, and the closing of the business of LeBoutillier Brothers' store, the first to leave, a few years ago, was the beginning of the movement. Thus in a comparatively short time three large dry goods and department store organizations have gone from one block on Twenty-third street, and with Kesner's gone, corner Sixth avenue and Twenty-third street, this movement is emphasized.

Mr. Harris, formerly an assistant of Mr. Waldron, at Loeser's, is now decorator for the Grand Maison de Blanc, at Fifth avenue.

Jack Brice, decorator for Rosenbaum & Co., Pittsburg, was here some time ago, and took in the horse show.

A. Schlesinger, formerly decorator for the Blumstein store, 150th street and 3rd avenue, now has charge of the windows of The Fuerst Co., Jersey City.

Mr. Kelly, decorator for Oppenheim, Collins & Co., goes out to Cleveland soon to get ready for the opening of the new store of this firm in that city, February 15.

A. Kleinfelder is evidently determined to be a F. F. V. After the failure of Schrier & Son, Norfolk, Va., for whom he was decorator, he came to New York for a month, but went back to Norfolk as decorator for Miller, Rhoades & Swartz, who have one of the largest, if not the largest, department stores in Virginia. They have recently completed a new addition, and now Mr. Kleinfelder has 29 windows to take care of in a week. The enlarged store is about the size of the Simpson-Crawford Co., but with more windows. Mr. Kleinfelder was formerly with Gimbel Bros. and R. H. Macy & Co.

Another of the old Macy boys we have heard from is W. J. Buswell, now with Bernard Heinz, Scranton, Pa., and he is evidently much pleased with his field. Some two years ago he landed in America and was for a full year with Mr. Allert at Macy's. He speaks in highest appreciation of the schooling under Mr. Allert that has equipped him for the best of service, and he advises young men looking for promotion to seek such a source of training, with salary as even a minor consideration when necessary.

A WHITE SALE BACKGROUND

THE JANUARY OR FEBRUARY SALE OF WHITE GOODS IS AN EVENT OF MUCH OR LITTLE IMPORTANCE ACCORDING TO THE WAY IN WHICH IT IS MANAGED—SUGGESTION FOR WINDOWS

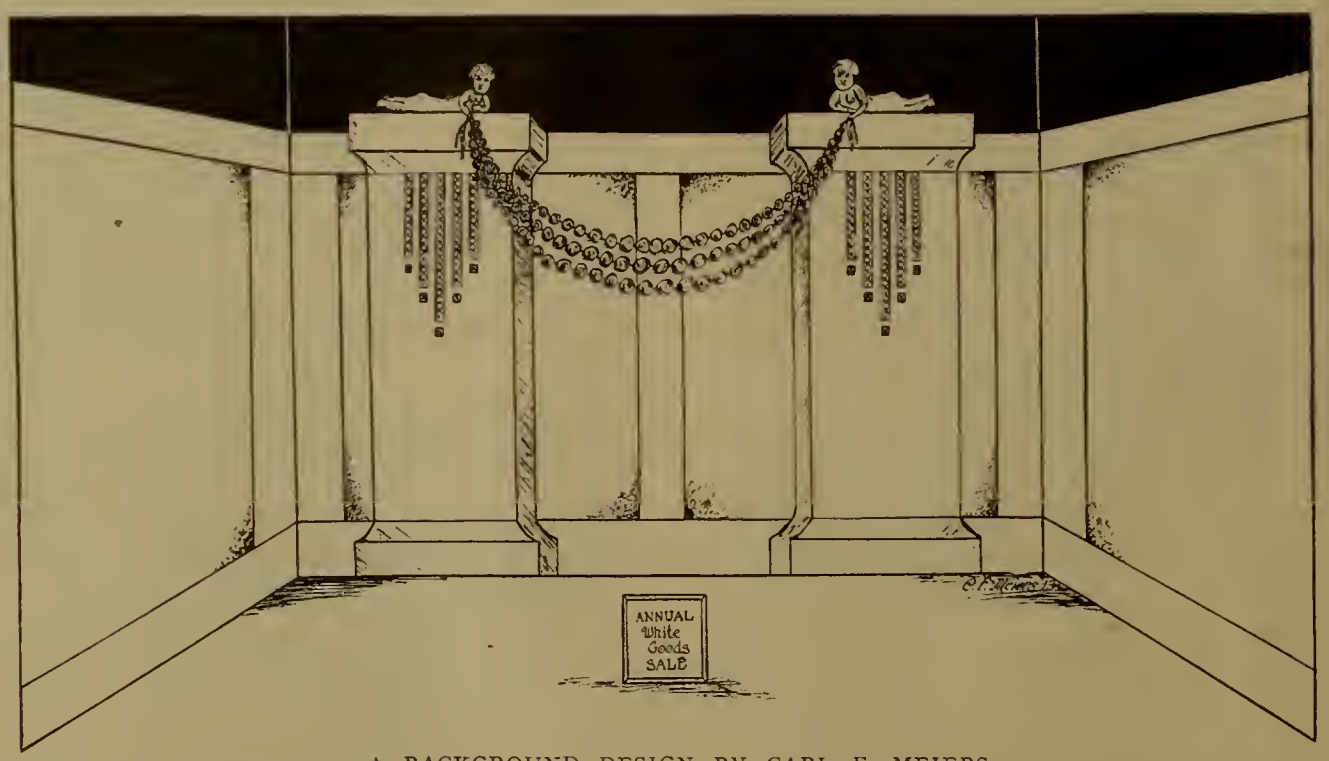
Carl F. Meiers

THE place of the white sale among merchandising events is somewhat peculiar. When it comes to an analysis it is difficult to discover any very logical excuse for a sale of white goods in January or February so far as any actual demand for this class of merchandise is concerned at that time. Probably many years ago it was customary for the housewife to do a good deal of her summer sewing during the weeks following Christmas and it seems likely that the white goods sale may have originated through this custom. However, times and customs have changed and the average housewife now does but little sewing—yet the white goods sale is conducted upon a bigger scale than ever.

With some concerns the white sale is made one of the most important events of the year, while with others it is regarded as of small importance. The decorator whose concern goes in for a bigger and better event year after year, undoubtedly gives much more attention and thought to the matter of how his windows should look to get the biggest results, than the decorator whose concern does not push the white goods sale to any great extent. Nevertheless, more stores are devoting greater efforts from year to year to make the white goods sale bigger, better and more profitable.

Competition has much to do with the manner in which the white sale is exploited. In some cities, for instance, none of the big stores do very much to push white goods in January. On the other hand, in other cities every store does its best to outdo the others in playing up the white goods sale to the limit. In Philadelphia, for example, practically all of the department stores make much of their white sales, which generally are started the first Monday after Christmas. The same is true in Brooklyn and New York, as well as in many other cities in the East. In other localities the white sales are not started until a month later.

John Wanamaker claims to have been the originator of the white sale on a big scale, and whether the credit belongs to him or another makes little difference, the main point is that the white sale offers a merchandising opportunity that should be taken advantage of to the fullest extent. If one is going in for a white sale he should put enough steam behind his efforts to make the event a big success. It should be done right or left alone. The windows should be decorated for the occasion and the interior of the store ought to be trimmed up in an appropriate manner. Most white sales center around the muslin underwear department and muslin underwear cannot be shown successfully without more or less color.



A BACKGROUND DESIGN BY CARL F. MEIERS.

In the accompanying sketch is shown a simple scheme for the treatment of a window or a series of them for the annual white goods sale. This idea can be worked out at a very moderate cost as nearly every decorator has on hand a number of columns or pillars that may be refinished and utilized for this occasion. A beautiful effect may be obtained by giving the columns a couple of coats of cold water paint in a delicate shade of green—with emphasis on the delicate. The ornamentation of the

THE KOESTER SCHOOL puts "WIN" in Windows

JOIN CLASSES NOW

The largest and most successful Window Trimming School in the world, "The Koester School," will inaugurate in January (the tenth year) completely revised courses and many new lectures and demonstrations. **The Koester Method** of window trimming was perfected by Albert A. Koester, formerly Head Trimmer for Marshall Field & Co., and recognized as one of the greatest decorators in the World. Today there is hardly a store of any consequence that is not using the Koester Drapes and Koester Unit Trims. The only place that this successful system is taught is at The Koester School.

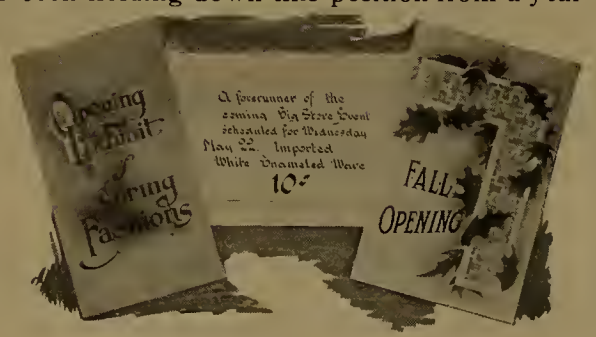
1914 classes are all ready. These are the classes you will want to attend in order to prepare yourself to accept a position for the Spring openings of 1914. You must act quickly. You have been considering a course in this school—why not take it now and thus assure yourself the securing of a high salaried position this coming season. All classes contain revised instruction.



Harry H. Cowan

CUB WINDOW TRIMMER MAKES GOOD

Mr. Harry H. Cowan, 19 years old—just out of High School—attends the Koester School and *Makes Good* on his first job. The fact that he has been holding down this position from a year before his letter was written and the fact that he can do the kind of work illustrated on this page assures any inexperienced young man that he can *Make Good* if he studies the Koester Method.



Show cards by Harry H. Cowan



The W. H. Zinn Co. store at Lafayette, Ind.

Read This Letter

KOESTER SCHOOL, Lafayette, Ind.
Chicago.

Messrs:—You will be interested in knowing that I have now been here over a year in this position which you so kindly secured for me.

The fact that I have just received a very generous increase in salary can only mean that my work is highly satisfactory.

Right here I want to give the Koester School credit for being responsible for my success inasmuch as I had absolutely no experience before attending the school. It is my ambition to spend at least a week every year at the school in order to keep thoroughly posted on my work.

I will be very glad to recommend your school to any "Doubting Thomas."

With best wishes for your continued success, beg to remain, yours truly,

HARRY H. COWAN.



A doll window by Harry H. Cowan, with scenic background that sold an unprecedented amount of dolls

New Classes in Scenic Painting

These new classes in Scenic Painting will bring to the student full information on how to paint all of his own scenic work. This work is now very popular and practical. Special Classes will be arranged for in this work and a Special Studio has been procured. Instruction will be given by the best scenic painters in Chicago. Course will take from two to eight weeks. Tuition for Scenic Painting Classes will depend on length of time taken in the classes.

Your enrollment for the January and February classes should be sent in as soon as possible so that arrangements can be made for you. Room for only a limited number now remains.

We have a "Free Year Book" that we will gladly send you if you are interested in Window Trimming, Card Writing and Advertising.

Send for it Today

THE KOESTER SCHOOL

304-306-308 Jackson Blvd.
CHICAGO, ILL.

columns may be either plastic relief or picture frame moulding finished in gold. The two Cupids that are placed at the tops of the columns may be either papier mache or plaster of paris, the former being preferable. There are several houses that can supply these Cupids at a reasonable cost. The Cupids hold a three-strand festoon made of snowballs or any other flower that may appear suitable to the decorator. Snowballs tinted with pale green would fit in very well with the color scheme of the setting and they could be supported by ribbon in a delicate shade of green. Of course it is not necessary to use green, as blue, pink or yellow could be used quite as well, but the tints should be light. Whatever tint may be selected, the color scheme should be worked out consistently throughout, as the color effect is most essential in a display of muslins. Apple or almond blossoms would go very well with a pink scheme and some suitable flower may be found to harmonize with any color that may be selected. The floor may be covered with sateen to harmonize.

It is more than likely that when the trimmer approaches the boss to suggest the buying of decorations for the white sale windows, he will be up against an argument. The average merchant will argue that he has just got through paying a whole lot of money for the holiday windows and that he can't afford to spend any more on those for the white sale. This, however, should not discourage the decorator as he should be able to bring the boss around to a point where he can see that the few flowers required for white sale windows are an excellent investment. If the decorator is to produce the best results he must have the right kind of materials to work with.

And when the setting has been got ready, don't crowd the window with merchandise. There is a general tendency to crowd all sale windows, but this is a mistake. It is a lot better to show a rea-

Dealer Helps

MOST manufacturers try in one way or another to help the dealer to sell their goods. Naturally this assistance is not proffered through altogether altruistic motives, but if the help is real and well planned there is no reason why the merchant should not make the most of it. In a recent issue of *Ellsworth's Bright Spots,* the house paper of the Ellsworth store of South Bend, Ind., a writer had the following to say as to "Dealer Helps":

Consideration of the subject of "Dealer Helps" in this little journal of brightness and good cheer may seem a trifle out of place on first thought, but really it is not at all. When the manufacturer helps the dealer he helps the dealer's employes, if the dealer is a real Twentieth Century merchant, for being such he believes in the percentage system whereby increased individual sales mean an increase in the individual pay envelope. Looked at from this viewpoint this rather technical subject of dealer helps means helps for all of us.

This problem of helping us make sales is a very big one to the manufacturer. His sales manager and advertising manager talk dealer co-operation in school and out—and too often it gets little farther. Why? Many reasons, perhaps, and one real reason, perhaps—an inclination to let us do the co-operating.

In far too many instances the manufacturer, through his sales manager and advertising manager, fails to get at it from our standpoint. He furnishes his helps, hurls them at the dealer, in the form of ready-made advertisement, cuts, booklets or form letters and lets it go at that. Really that's not co-operation. It's simply side-stepping, putting the burden on us. If the busy manufacturer had such an assortment of alleged dealer helps as comes into into the average big store every day he would do just about what the average merchant does—junk them.

Actually the problem of selling a given brand of, say underwear, getting it to the consumer, belongs to the manufacturer of that brand—in the main it's his problem. We're chiefly concerned in selling underwear in the aggregate, not any particular brand. This being true, any selling plan which breaks down somewhere between the manufacturer and consumer is of no value—doesn't sell the goods. Putting this a little differently, any plan helping us sell a certain line that puts the brunt of selling that line on the dealer and his assistants breaks down—and remember that we are here talking of trade-marked and widely advertised lines.

Having shown how not to help us it is only fair to say that some manufacturers, more all the time, are getting at this dealer co-operation problem from the right angle. They have seen the light. They have found that it is a question of team work, with the most interested party doing the heaviest pulling—and that the most interested party in the case of a specialized product is the manufacturer.

These enlightened manufacturers get at the proposition of selling from the dealer's standpoint. They study it from the field not from long distance. Through advance agents of their own prosperity they get the dealer's views of their goods first hand. They get in touch.

Having a selling plan these enlightened manufacturers see to it that their salesmen do more than get the goods to the dealer. They see that we know the "whys" and "wherefores," the selling points, of their particular brands.

In the matter of advertising there is a spirit of real co-operation—an inclination to do the heaviest pulling wherever their own brands are emphasized. In the case of nationally advertised products there is an increasing readiness to bear a part of the expense whenever the dealer is willing to confine an advertisement or a portion of an advertisement to any one of these products.

When it comes to sales-letters here's the whole thing in a nutshell, taken from a booklet sent out by one of "the enlightened," showing us how they do it and what they are willing to do. A dealer is supposed to be doing the talking. He says: "Much as these forms of advertising helped us, however, they were really overshadowed by the results we were able to get by using the cleverly prepared sales-letters obtainable from the manufacturer. The company agreed to send these letters out upon receipt of a list of names to be furnished by the merchant." A list of names furnished the manufacturer by the dealer, note that.

The manufacturer who sent out the booklet in question is willing to do the heavy end in this problem of dealer co-operation—helping us—and that's the secret of the whole thing.—W. K. L.



LARS SMEBY

Established 1908
SMEBY BROS
T.C.S.W.D.
TWIN CITY SCHOOL of WINDOW DRESSING
MINNEAPOLIS - MINN

15-17 SOUTH SEVENTH STREET



MARTIN E. SMEBY

The Greatest Successes in Window Dressing for Beginners Have Been Made by

The Twin City School

They have made records that are the PRIDE and GRATIFICATION of the SMEBY BROS. Advertising space does not permit the publication of the large number of successful graduates who have qualified not only as great window dressers, but as leaders in the profession in their community. INDIVIDUALLY our students are recognized by merchants for their ability and general cleverness. IF A BUSINESS IS SUCCESSFUL IN ITS HOME COMMUNITY, IT PROVES ITS RELIABILITY. Our students are commended by the leading merchants of the Twin Cities, and are employed by them as window dressers and show card writers.

This Means the Best Recommendation in the World

Leading merchants in the UNITED STATES and CANADA recognize our students' ability by employing them in preference to other less practical men. One merchant in Iowa writes that he is tired of experimenting with so called window dressers and said that if we could send him a man like the window dresser for The Fashion Shop in Des Moines to send him at once. The Fashion Shop's decorator is a graduate of The Twin City School and has made a record for finest displays of its kind in Des Moines. If you are a clerk with some knowledge of window dressing or if you are entirely inexperienced, it matters not, come to the SMEBY BROS. SCHOOL and be absolutely certain of gaining that knowledge and experience necessary to hold a position in large and high class stores in the big cities. Our instruction includes window dressing from the little details to the most complete window displays.

What the Smeby Bros. Teach

How to lay out windows. How to construct backgrounds. How to handle merchandise. How to drape the latest forms. How to drape silks, dress goods, wash goods, linens etc. How to dress women's ready-to-wear windows. Coats, suits, furs, millinery, dresses, skirts, waists, muslins, hosiery, shoes, etc. How to dress men's ready-to-wear windows. Overcoats, suits, hats, shoes, shirts, neckwear, underwear, hosiery, haberdashery, etc. How to paint modern show cards. How to decorate store interiors, halls, buildings, parade floats, and special decorations for all occasions.

Features of The Twin City School

Complete equipment of department store merchandise. Complete assortment of display fixtures and built-in show windows. Personal and individual instruction and attention by the SMEBY BROS. Equal facilities for all students. OUR SHOW CARD WRITING COURSE. We teach all styles of show card writing used in display windows, counters, show cases, tables, etc. Every practical brush and pen style including air brush and all latest methods used by leading show card writers. WRITE NOW—DON'T DELAY. We will send you our catalog and book of testimonials from former students, also a pocket biography of the SMEBY BROS. and complete general information of our school.

Smeby Bros. Twin City School of Window Dressing **Minneapolis, Minn.**

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF

Tomorrow—the White Sale—Immense, new stocks of high-grade undermuslins, corsets, infants' wear, etc., for the lowest prices in many months. Can a Loeser white sale be better than the Loeser white sales of the past? It seems impossible yet we believe it has been achieved. By careful preparation and the co-operation of the best makers of women's garments in America, we have gathered here the largest stocks ever assembled for such a sale. Garments showing definite improvement in styles and workmanship, values that even the Loeser Store never before equaled. The Loeser White Sale has back of it the precedents of many years of great events. Thousands know it as the best chance in half a year to buy garments of quality and dainty style at large savings. Thousands are looking for this morning's announcement and will throng the store in the morning tomorrow. We ask you to come to this event with your expectations high; to look for dainty and excellent materials; for shapes that will fit correctly; for sewing that is fine and even; for styles that are distinctly in the mode.

We ask you to expect of the Loeser White Sale more than you have ever found in any previous white sale—here or anywhere.

The Mercury and the Prices on Fur Coats dropped together and every woman who is interested in the latter is an uncommonly happy person. To begin with, the proper weather for fur coats seems just about beginning; and to end with, she knows that the reductions in prices are as genuine as the furs themselves. Every coat of every kind now in the salon is purchasable at a third less than last Saturday. This includes Hudson seal, nearseal, moleskin, fur-lined coats, automobile coats and novelty coats of various kinds.

Exquisite Boudoir Trifles at Less Than Half. Dainty pin cushions, hatpin holders and handkerchief cases made of real filet lace and hand-embroidered motifs, mounted over delicate-colored satin and ribbon-trimmed—just sixty of these left from holiday selling, and all in perfect condition. Prices have been 65c to $17.50—now 30c to $8.50.

Hand-Embroidered Waists at $3.50 *and* $3.95. Three brand new styles, one at $3.50 and two at $3.95, all hand-embroidered. Also another with very fine machine embroidery at $2.25. Moreover the embroidery is of the finest, daintiest character and the waists are of sheer batiste with lace insertion.

It Is a Great Season for Colored Handkerchiefs. One may have them delicate and pale, or very vivid—just as one wishes. France sends us the most novel handkerchiefs—unusual colors and designs, with often a touch of hand embroidery to make them daintier and more feminine. They are 50c to $2 apiece. Irish handkerchiefs in colors are often in designs copied from the French and very effective, 25c each. Men's colored handkerchiefs 50c to $2 each.

Fur Sets Specially Priced. Women who have delayed buying furs will have the advantage of choosing from large stocks of exceptionally low priced furs, due to some special purchases recently made. These furs are new and fashionable and of a quality which we can readily endorse with our label. Among them are—

An Exhibition of Imported Spring Dress Cottons will tell every woman who has eyes to see many secrets about spring fashions. Already the new section devoted to fabrics for sports coats and separate coats is the center of interest. These superb new materials will rapidly be chosen by women about to go south, where the vivid colors will form a striking contrast with white frocks. Every woman will enjoy this little glimpse of spring. Everything is new and different, and the exhibition of gowns, parasols, coats and Paris-inspired hats is full of charm.

These Handsome Silks Are Anticipating Spring. One great advantage we have in silks (and, of course, our customers also) is in having a large wholesale store to draw upon. We not only have silks earlier than other retail stores can get them, but have a larger variety of designs, and frequently at lower prices.

Another New Box of Hard-to-Get Blankets, $5 *a Pair.* They are hard to get because the mills did not make up stocks beyond their immediate demands. We have repeatedly matched them against all the other good $5 blankets we know of, but we have yet to find their equal. They are 80 per cent wool, the warp, 20 per cent, being cotton.

First to Get This New Tango Slipper. The new Tango Slipper shows itself here first, as is usual with all desirable new things. Women will welcome it with delight and wear it with comfort. Six little insets of rubber in the sole make it practically impossible "to slide" beyond the prescribed length, and it has a dainty low heel, and new ornamental lacing that keeps it in place from heel to toe. It's new and graceful, fashionable in every detail, and sensible to the very ribbon it is laced with. Of black satin. Price, $5.00.

Hasten to See the New Waists for 1914. The new cotton waists, with their new softness of texture, new daintiness in trimming. Voiles, plain and fancy; crepe voiles, plain and in a host of novelty effects—dotted, figured, striped. Waists made on new lines that lengthen the shoulder, with elaborate wrist-finishes to the sleeves and with flat collars, deeper than we are accustomed to. Waists that are beautifully hand embroidered and others with embroidery closely resembling hand work; with the quaintest of neck frills and the daintiest lace trimming and here and there a touch of ribbon velvet. New, also, is the clever combination of different materials and the insetting of sleeves by means of cords or hemstitching. Prices $2.00 to $8.75.

These Furs Will Change Hands Quickly with Christmas Gift Money. They have the smart style and graceful lines that have made furs so delightfully wearable this year; they are perfectly blended and matched; they are distinctly new in their mountings and trimmings; and the prices are the lowest possible for the quality.

To People Asking About Inexpensive Furs. We take as much pains in choosing them as in choosing the finest, and the same guarantee of genuineness goes with the sets. At the very top of the list are the little Persian paw sets for $7.50—$2.50 for neck fur and $5 for muff. Next come natural wolf pieces starting at $5 for neckpiece and $7.50 for muff.

Some very Smart Millinery Is Marked at $6 *to* $9.50. A little collection of hats that would have been on display this minute in one of New York's smartest Fifth Avenue shops, with $9 to $25 price tags, but for a little trade accident that brought them our way. Many are copies of expensive French hats—all are of fine quality materials and smart in style. Mid-season hats, too, are included—hats of maline and jet in fashionable shapes. New flat velvet hats; new flower and fur-trimmed models that are especially charming. There are hats for young and older women—each different and distinctive.

Children's Hats and Caps Down in Price. Hat and cap prices are following the benevolent example of the coat prices which dropped yesterday, so that mothers may fit their little boys and girls out to the advantage of the family purse. Both dark, practical kinds and "best" hats are included—of fur, velvet and cloth, some of them French. Prices are a third to a half less than during the season.

Velveteen and Corduroy Remnants. Such a busy season for both these materials that many shortened end pieces are left. All are from our own stock and are handsome imported qualities. Nearly all colors and a few blacks. Lengths suitable for suits, dresses, waists, coats, skirts and smaller pieces for millinery and trimmings. Prices are—70c a yard for $1 quality; 85c for $1.25 quality; $1 for $1.50 quality, and $1.25 for $2 quality.

Sale of Soiled and Sample Handkerchiefs. Annually, prior to taking inventory, thousands of handkerchiefs that have been slightly soiled or rumpled in the rush of holiday activity are combined with those that have been used as samples by our wholesale salesmen "on the road"—and all are marked at remarkably low prices. The assortment thus formed is unusual in the wide range of styles. As many of our customers have been looking forward to this Annual Sale, so that they might lay in a supply we venture to suggest that earliest possible selection is advisable. Remember—*be early.*



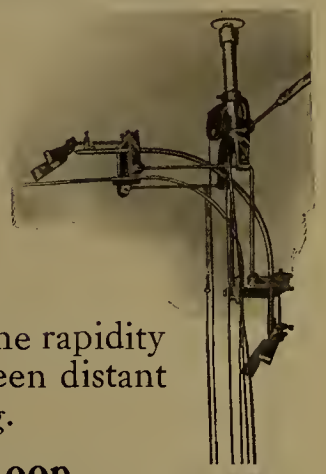


The New Gipe Loop the Loop
No Cords or Rubbers Used

Test a Gipe Carrier in Your Own Store Before You Buy It

Install any type of Gipe Carrier you may need—use it ten days and put it to every test—compare its efficiency with that of any other carrier, and if ours does not give quicker, better and more economical store service we will remove it without expense to you. All Gipe Carriers are sold on approval. They cost you nothing until you are satisfied and they are fully guaranteed for five years. This offer is a safe one for both you and us for the reason that all Gipe Carriers are perfect in principle, mechanism and material.

The New Gipe Basement Loop



This type of carrier, originated and controlled by us, operates between the ground floor and basement, or any two or more floors where terminal points are remote from each other. As a labor saving device it has no peer. Small space is required, and the rapidity with which it can be operated between distant points at different levels is astonishing.

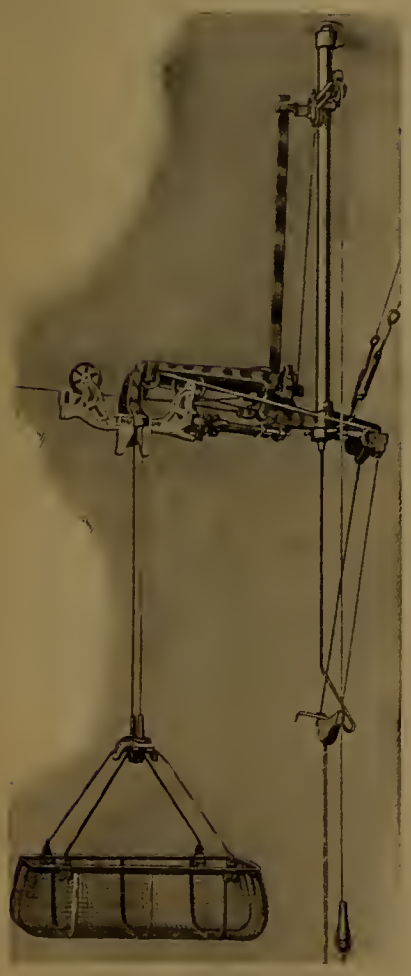
←— The New Gipe Loop the Loop



This type of Carrier originated and controlled by us. We have finally succeeded in producing a simple and effective wire Carrier to serve any location on second floor, no matter where cashier may be located on ground floor, No cords or rubbers used on this Carrier. With our Loop the Loop, Basement Loop, Curve and Straight Line Carriers, we can meet almost any condition met by pneumatic tubes or cable carriers.



Sale End Cash Carrier Terminal



The Gipe Package and Cash Carrier

The Gipe Package and Cash Carrier

This is undoubtedly the most perfect package and cash carrier ever built. A basket containing twenty pounds of merchandise can be propelled a distance of one hundred and fifty feet by a ten year old girl with ease.

All repairs for Gipe carriers are furnished free for five years. (Cord used on lifts and package carriers only excepted.)

The carriers shown here are only a few of the big Gipe line. Other Gipe carriers and appliances are made to cover practically every need that may arise in any store. No matter what may be demanded by conditions a Gipe carrier is made that will do the work silently, quickly and more efficiently than any other similar device.

Send for our Complete 20 Page Catalog—It is a guide book to better profits and will interest you

GIPE STORE SERVICE CO.

Medinah Bldg., CHICAGO 5 to 9 W. 37th St., NEW YORK



Training Makes Men *Equal*

Every Man Can Succeed In Some Line of Work

Success is not a prize to be won by a favored few—it is a divine *right* that *every* man should enjoy. And gaining success is simply a matter of training those talents that *every* normal man possesses—but that so *few* know how to use.

The successful men of today trained their *brains*—they developed their *natural ability*. The *unsuccessful* men plugged away at whatever they *happened* to find, all unaware of the talents they possessed that *might* have enabled them to succeed in another line of work.

You have natural ability for *some* line of work. Find out what this natural ability is—and then train yourself along that line.

For twenty-two years the International Correspondence Schools have been training men for better jobs by helping them to develop their natural ability. They can do the same for *you*, right in your *own home*, during your *spare time*.

Just mark and mail the attached coupon and the I.C.S. will lay the proof before you. Without any obligation on your part they will show you how they can train you for a successful career in the line of work you like best.

Mark the Coupon NOW

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Stenography	____Civil Service Exams.
____Banking	____Chemistry
____Commercial English	____Automobile Running
____English Branches	____Agriculture

Name_____

Street and No._____

City_____ State_____

Crisp and Snowy Handkerchiefs—New and Moderately Priced. For the women who like a very sheer, dainty handkerchief we have a quality at $1.50 dozen that is particularly good. The handkerchiefs are plain hemstitched. Also for women are the $3 dozen handkerchiefs that come in three styles with tapes above the hem. Straight from Ireland to Wanamaker's come the $4 dozen handkerchiefs for men—generous sized squares, weight that men like, plain hemstitched. Choose one-quarter or one-half inch hems.

White Goods and Embroideries in Odd Lengths. Mothers of small children and really clever women know how many useful articles can be made out of these convenient remnants. Also they know the economy in cost. Plain and fancy weaves of white goods and various widths of embroidery insertions and edgings, one-third to one-half less.

You Can Find Trimming for a Dress or a blouse, or a coat if you come to the dress trimming section today and take a few moments to look through the remnants. This season's good kinds in fashionable colorings and very attractive designs—so attractive that they have sold down to these short lengths. Prices are very small.

Warm Underwear. A comprehensive assortment that will provide easy and satisfactory selection when chill winds send shoppers scurrying for warmer underwear. The known reliability of quality demanded by us from our manufacturers makes this a safe store—and with few exceptions the prices asked here are lower than similar quality may be obtained for elsewhere.

Sweater Coats, Regular $3 Value, $2.35. Handsome, all-wool sweater coats for women, which will serve a dozen or more uses during the cold weather, and will be ready in the spring when the winter coat is to be discarded. In navy, cardinal, gray and white. Sizes, 34 to 44.

Women's Winter Suits, $18.50 *to* $22.50 *Values,* $15.00. These are suits possessing every merit—excellent tailoring, material of quality, distinction in line and finish. Some are of diagonal cheviot in blue, brown and black; one very attractive model in a smart cutaway style, with a ribbon sash. Others of cheviot and fancy suitings, in various up-to-date styles—$15.00.

A Little Lot of Dinnerware to go at Half. In this collection, while you will not find just everything needed to make up what we would consider a complete dinner set, yet the variety is such that many an incomplete dinner set can be completed from it at a very small outlay, every piece being at half the original price.

Many Men Will Now Profit by the Tardy Arrival of Winter. Uncertain weather conditions earlier in the season, caused many cautious retailers of men's clothing to secure their winter stocks in very limited quantities. Thus, later in the season the manufacturers found themselves confronted with the problem of quickly disposing of the surplus stocks that had accumulated on their tables. Many of these lots we have taken over at substantial concessions, with this result—

Be Prepared for Wintry Weather With Rubber Boots and Overshoes. You never can tell what morning you may wake up and find all outdoors covered by a dazzling blanket of snow. A pretty picture, to be sure, but a most unfortunate one to those who are unprepared. Here are complete assortmensts of rubbers, rubber boots and overshoes for men, women and children, all made of rubber of first quality to bid defiance to winter storms and slush.

Not All the Men Who Wanted Gloves for Christmas Got Them—So they may like to come in and make themselves presents of these fine winter gloves in the Glove Shop. Tan capeskins—particularly practical; mochas in gray and tan—especially popular this season; or glaces if a lighter weight glove is desired. In all the correct colorings and cuts—of fine skins, carefully selected and made to our order—$1.50 to $3 pair.

Warm Underwear for the Entire Family. In recent years the most severe weather has come after Christmas. So, we know what to expect now. Here's just the sort of underwear you will like—at very moderate prices.



"Save 60 cents on this"

SPECIAL JANUARY OFFER

This set of 5
Genuine Red Sable
"PERFECT STROKE"
Show Card Brushes.

$1.00
Regular price $1.60

This is no offer to "think over" or "ponder upon." Get busy NOW, *TODAY—AT ONCE!* And actually *save* 60c—for this is an honest, bona fide offer of $1.60 worth of *good* brushes for $1.00.

Pin a one dollar bill to your letter, mail without delay and you will receive promptly the biggest dollar's worth of merchandise you ever obtained.

BERT L. DAILY, Dept. E-1
Dayton, Ohio

Have you a copy of my new catalog, fully illustrating "Perfect Stroke" Brushes and supplies for every need? Write for one today.



THE 1914 CLASSES

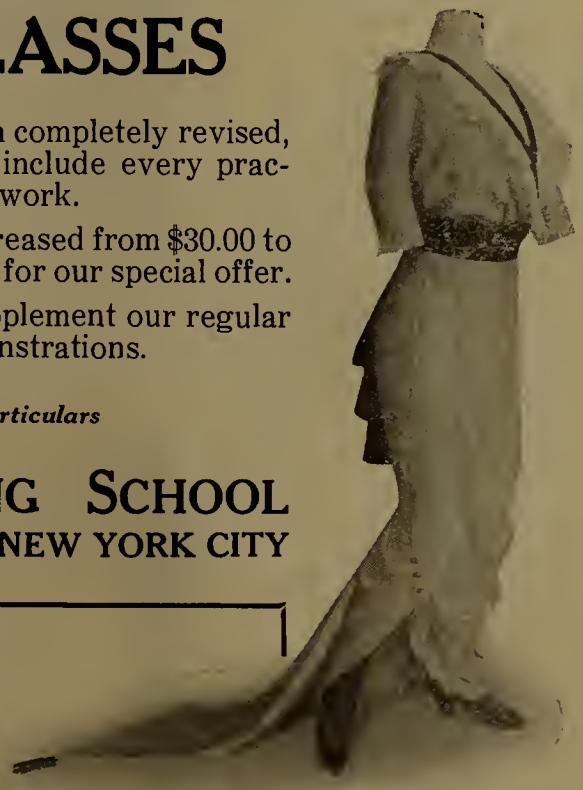
The advertising instruction has been completely revised, enlarged and printed in new form to include every practical feature of the advertising man's work.

The salesmanship course will be increased from $30.00 to $50.00 after February 1, 1914. Write for our special offer.

Three stereopticon lectures will supplement our regular list of thirty practical talks and demonstrations.

Send coupon for further particulars

ECONOMIST TRAINING SCHOOL
231-243 W. 39th St. NEW YORK CITY



☐ Advertising ☐ Display Managing & Window Trimming
☐ Salesmanship ☐ Show Card Writing
☐ Supplies, Stencils & Subject Cards
☐ List of 150 Store Books ☐ Class Formation Dates
☐ Complete Catalogue ☐ Fixture and Background Designing
☐ Free Book "Ten Display Managers Tell How to Sell It"

New, simple, practical and artistic **window background designs** plateau fixtures, interior and exterior decorative ideas by Mr. G. A. Smith will supplement the early 1914 class work.

The annual fashion show held in our own quarters December 9th to 13th suggests many new **finished form drapes** which our instructor Mr. C. J. Nowak, will demonstrate in the early 1914 classes.

International Association of Window Trimmers

OFFICERS

President, CLAUDE J. POTTER, St. Louis, Mo.

First Vice-President, A. W. LINDBLOM, Minneapolis, Minn.
Second Vice-President, E. G. REDMOND, Elkhart, Ind.
Third Vice-President, T. W. WANAMAKER, Galesburg, Ill.

Treasurer, JOHN GRANNEL, Evansville, Ind.
Secretary and Manager Employment Bureau,
P. W. HUNSICKER, Grand Rapids, Mich.

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Chairman, E. D. PIERCE, Rochester, N. Y.

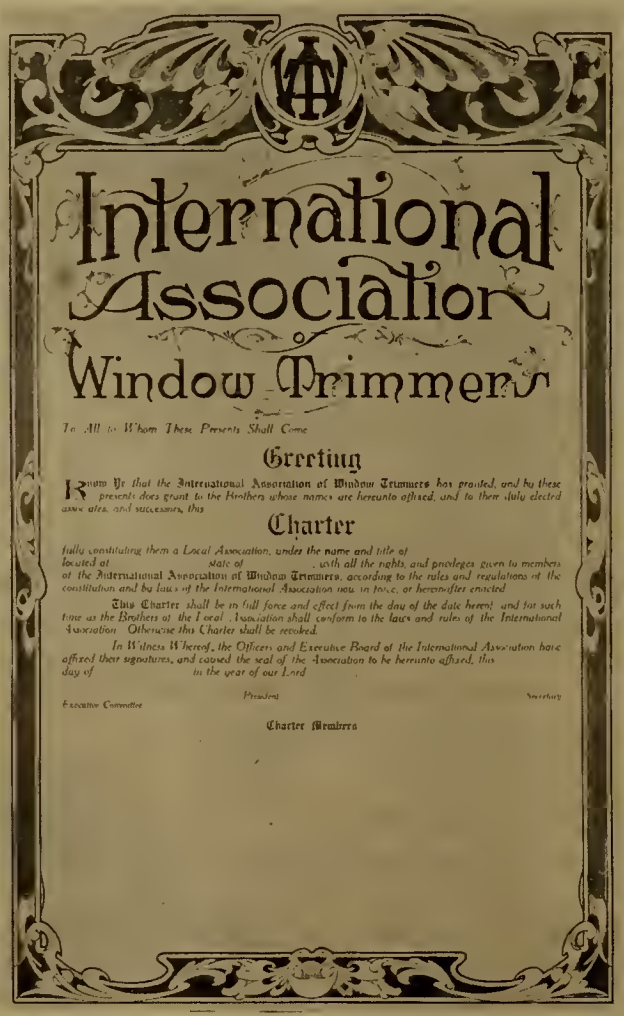
G. W. HUBBARD, Grand Rapids, Mich.

E. J. BERG, Milwaukee, Wis.

The President Says-

There are only seven more months before the next convention and it behooves us to get busy if we are to have twenty-five local associations by that time.

The illustration in the center of this page is a reproduction of the charter, which is furnished to the local organizations by the International Association of Window Trimmers. This is done in colors on a fine quality of paper. These charters will be ready to send out by January 15th, so those who have not made application for one, I would suggest that you do so at once.



International Association of Window Trimmers

To All to Whom These Presents Shall Come

Greeting

Know Ye that the International Association of Window Trimmers has created, and by these presents does grant to the Brothers whose names are hereunto affixed, and to them duly elected associates, and successors, this

Charter

fully constituting them a Local Association, under the name and title of located at , State of , with all the rights, and privileges given to members of the International Association of Window Trimmers, according to the rules and regulations of the constitution and by laws of the International Association now in force, or hereinafter enacted.

This Charter shall be in full force and effect from the day of the date hereof, and for such time as the Brothers of the Local Association shall conform to the laws and rules of the International Association. Otherwise this Charter shall be revoked.

In Witness Whereof, the Officers and Executive Board of the International Association have affixed their signatures, and caused the seal of the Association to be hereunto affixed, this day of in the year of our Lord

President Secretary

Executive Committee

Charter Members

In my other articles on the this page, I have told you of the benefits to be derived by forming a local in your city. I also told you that co-operation was the greater creative force.

In this article I want to make a short report. I have heard from nearly all of the new local associations and every letter is full of enthusiasm and all seem well pleased with the co-operative idea.

Two of the stereopticon lectures are finished and ready to send out.

In January we expect to organize four more big locals.

C. J. POTTER,
President
International Ass'n of Window Trimmers

Palmenberg
NEW YORK

An Entirely New Catalog

with Palmenberg's latest ideas in display forms and fixtures is about to leave the press. We want you to own an early copy, and feel sure that you will be pleased when it reaches you.

Let us have your name and address and we'll send in return this interesting manual of Palmenberg's to aid your work in window dressing and display.

J. R. PALMENBERG'S SONS

Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place



How To Get Trade?

This is the all important question that is constantly uppermost in the mind of the aggressive retail merchant.

A book that is filling the popular demand among Up-to-Date Merchants and Advertising Men everywhere is

SALES PLANS

A collection three hundred thirty-three business-bringing Sales Plans and Practical Advertising Suggestions that have been used successfully by well-known stores. The book is divided into sixteen chapters, as follows:—Special Sales, Selling by Mail, Store Expositions, Getting Holiday Business, Christmas Schemes, Co-operative Advertising, Store Papers, Souvenirs and Premiums, Getting Trade Through Children, Money-making Ideas, Contests, Needle Work, Voting, Guessing Contests, Package Sales, Sensational Advertising.

Printed on best paper, size 6½x9 inches, fully illustrated with reproductions of Advertisements, Circulars, Posters, Letters, etc.

Shipped prepaid to any address on receipt of
$2.50 for Cloth; $3.00 for Full Morocco

The Merchants Record Co. Publishers 315 Dearborn St., Chicago

KADY
SUSPENDERS

supply the important suspender requirement—comfort. Supplementing this are their neatness of style, lightness and strength.

Only the highest grade flexible webbing goes into the making.

The soft, smooth fitting bandsare adjusted bythe

Double Crown Roller

a patented feature. Conforms as can no other device, to every movement of the wearer's body, without slightest suggestion of strain or binding.

Kady Suspenders are quick to make new friends. Their popularity is steadily increasing among men who appreciate Suspender desirability.

Retail at 50c & 75c

Prices to dealers $4.00 and $4.25 the dozen. Store cards and other valuable selling aids furnished free to the trade.

THE OHIO SUSPENDER CO.
Mansfield, Ohio

Makers of all kinds of suspenders, belts and garters



$1,000 for an Idea

COMPARTIVELY few advertising men have either the time or the opportunity to give in detail, plans which they have successfully put through. The incentive of having their names appear in print at space rates, is not sufficiently great for thm to make a special effort to give their best.

In order that they will write that which is most constructive and helpful on the subject of advertising or sales, Advertising & Selling Magazine has offered through the Associated Advertising Clubs, a prize of $1,000 in cash, to the person who writes the most vital and helpful paper on an advertising or sales subject.

The Official Awards Committee of the Associated Advertising Clubs and the Editorial Advisory Board of Advertising & Selling will pass on the merit of the contributions. The prize of $1,000 in cash will be awarded to the successful competitor at the Toronto Convention in June, 1914.

Any of our readers wishing fuller information should write to Advertising & Selling Magazine, 95 Madison Ave., New York City.

Window Trimming Lecture

ON FRIDAY, November 21st in the Crystal Room in Hotel Sherman, Mr. Geo. J. Cowan, President of the Koester School of Window Trimming gave a stereoptican talk on store and window trimming before the members of the Executive Club of Chicago.

Mr. Cowan showed how the really wonderful window displays of the present day can be traced down through nearly 4,000 years to the bazars of ancient Egypt.

By means of stereoptican slides reproductions of these primitive displays were shown and compared with the department store displays of today.

Comparisons were also made with merchandise display in such primitive countries as China, the Philippines, Turkey and other oriental countries compared with the more progressive countries, such as Japan, Germany, France, England and America.

Joliet Local is Busy

DECEMBER is always a strenuous month for every window dresser; nevertheless the Window Trimmers' Association of Joliet, Ill., managed to find time to hold an interesting meeting which combined an instructive demonstration and a theater box party. The meeting was held December 9 at the rooms of the association, where President Fred S. Pratt delivered an interesting address and demonstration of pen lettering and show card writing. Afterward the party adjourned to the Orpheum theater, where two boxes had been reserved. served.

On account of the pressure of holiday work it was decided to hold no more meetings until January 12, when J. A. Mitchell of the Boston Store will give a demonstration on scenic background work. The Joliet association is progressing remarkably well and has a great future ahead, judging from the enthusiasm manifested by the members. There is a membership of sixteen, with a prospect of additions to this number.

Little Rock Trimmers Organize

ON NOVEMBER 28 the window dressers of Little Rock, Ark., met and formed a local organization which is to be affiliated with the International Association of Window Trimmers. The first meeting was brought about largely through the efforts of Messrs. A. J. Lewis, B. J. Vinton and W. L. Jukes, who rounded up the boys and laid the foundation for what promises to be a flourishing local. The following trimmers signed the constitution and were enrolled as charter members: A. J. Lewis, B. J. Vinton, W. L. Jukes, R. B. Twyman, W. S. Cummings, Floyd Johnson, A. M. Allen, Geo. H. Wilson, D. D. Starr, Wm. J. Dooley, Joe Spitzberg, Louis D. Wolfstein, Charles South, P. H. Dillard and Roy Cain. Temporary officers were elected as follows:

President—A. J. Lewis.
Vice President—B. J. Vinton.
Secretary—Joe Spitzberg.
Treasurer—W. G. Cummings.

It is planned to hold a second meeting early in January, at which time a regular election will be held to select the officers who are to serve for the year 1914. It was also decided to hold the charter open until after the January meeting. The new local will start out with a membership of at least twenty in classes A and B, and it is hoped that this number will be added to considerably as the practical benefits of the organization become apparent.

The purpose of the Little Rock association is to promote a closer co-operation among the trimmers in all matters pertaining to their business. It is believed that the organization will be conducive to closer team work and will result in a general improvement in the mercantile displays of that city.

Fixture Makers to Meet

THE third annual meeting of the National Commercial Fixture Manufacturers' Association will be held in the East Room of the Hotel La Salle in Chicago, January 13, 14 and 15. An interesting program has been arranged and a banquet will be given by the association to its members and guests

White Sale Windows



No. 2424. Carnation. Here is an excellent flower for your white sale windows. It is dainty and pretty and will help to make your January windows more attractive at a small cost. Any color.
Per Gross.....$1.50

A few Schack Flowers will double the selling efficiency of your January or February sale windows. They will brighten up your merchandise and add wonderfully to its attractiveness.

The flowers shown on this page are only a few from our immense line. They are perfectly made and will serve your purpose just as well as flowers that cost twice as much.

If you have not been using Schack Flowers, start the New Year right by trying them in your white sale windows. Order what you need from this page and you will be surprised to find out how fine a showing can be made with a little money.

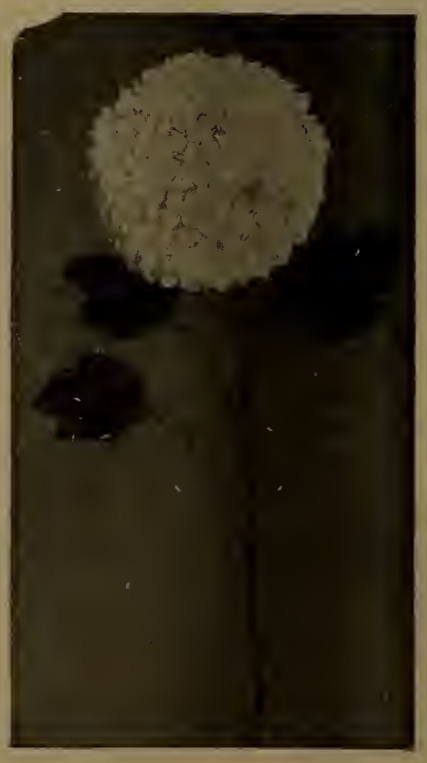
Practically all of the leading decorators now use Schack Flowers because they are the greatest value for the money.



No. 2459. Carnation Spray. 19 in. high, 4 perfect blossoms and 3 buds with plenty of green foliage. A rich but dainty flower.
Per dozen sprays.....**$ 1.25**
Per gross sprays..... **12.00**
State color wanted.



No. 2462. Almond Blossom Spray. 26 inches long, 6 sprigs to spray. This is a most dainty and beautiful decorative. Each spray covered thickly with small blossoms that grow smaller toward the ends. Shaded from deep pink to almost white, with delicate touches of light green. To be used with Almond Foliage Spray No. 2463. (An exquisite flower.)
Per dozen sprays.....**$ 2.25**
Per gross sprays..... **24.00**



No. 2425. Snowball. This is one of the most popular flowers for decorating displays of muslin underwear and other white goods. Delicately tinted and a highly pleasing shape.
Dozen 40c. Gross $3.60



No. 2463.. Almond Leaf Spray. 22 inches long, 6 sprigs to spray, covered with leaves in delicate spring colors, shaded from dark green to light. This is to be used with No. 2462 and makes a beautiful combination. The coloring of the leaves and the graceful shape of the sprays make an ideal spring foliage.
Per dozen sprays.....**$0.60**
Per gross sprays..... **6.00**

Send in your name now for our Spring Flower Book, Ready January 26th

The Schack Artificial Flower Co., 1739-41 Milwaukee Avenue Chicago

Wednesday, January 14. President C. F. Kade will act as toastmaster and the motto of the feast will be *"Better than last year."* While the organization is comparatively young, it has had a healthy growth and much good has been accomplished through its influence. The sphere of usefulness of the association extends not only to its members but to all merchants who use store fixtures and it is confidently believed that during the coming year much will be accomplished toward increased economy in the manufacture and selling of store fixtures.

I. C. S. in Musical Comedy

THE I. C. S. Association of Scranton, Pa., presented an original musical comedy called the "Tuneful Liar" at the Lyceum theater in Scranton, November 14 and 15. Everything from the score and libretto to the costumes, scenery and acting was produced by amateur talent coming from members of the association connected with the International Correspondence Schools. The comedy proved such a hit that it is to be regretted that it could not be presented in other cities. This was considered, but decided to be impracticable.

The words and music were by Harry L. Tyler, and more than one hundred and fifty persons took part in the cast. The scenery and costumes used in the production were remarkably good throughout and contributed materially toward the success of the play. These were all designed by George Edward Macfaddin, who is well known as the head of the instruction department in the Window Trimming Course of the I. C. S. and as a practical window dresser.

Wanamaker on Advertising

JOHN WANAMAKER is generally credited with being one of the most astute of retail advertisers so anything he has to say on this subject is worthy of consideration. Recently the Reading Terminal Market Business Men's Association of Philadelphia held a pure food exposition which was officially opened by an address by Mr. Wanamaker. He spoke in part as follows:

"The first necessity to success in retail trade is, of course, good merchandise. Quite as much necessity to a busines that is to keep up a healthy growth is good advertising. If you have in your shop exactly what 500,000 people in this city want, but only 500 of them know that you have it, the care and energy you have experienced in maintaining a stock of high quality do little good either to your customers or to your own business. The satisfaction of knowing that your name stands for good merchandise is a good thing, certainly, but it is not apt to be greatly profitable unless the public at large knows it also. And the profit of judicious well-placed advertising does not exist merely for the large merchant.

"A large newspaper advertisement undoubtedly attracts attention, and if it is attractively put, it holds attention. But there are hundreds of small dealers throughout the city who would find upon experiment that newspaper advertising is the most powerful of all means for increasing their trade. These smaller merchants have been joining forces lately in associations such as the Reading Terminal Market Business Men's Association. That is a movement which I regard as of the greatest importance. I hope to see it go on until all the smaller business associations in the city are merged into one great body.

"A business association as such can make use of newspaper advertising to increase the trade of its individual members, and the increase is such as would surprise you. To prove to you what can be done in this way, I am prepared to offer to your association the use of a full column in Wanamaker's daily page advertisements for the period of one week. If necessary, we will supply you with trained advertising writers, so that you can get the full benefit of the proper use of the space."

Short Lengths for the Ad-Man (Continued)

Bright Spring Millinery at $5 to $7—Women looking ahead will like the way straw and ribbon and flowers have been transformed into smart hats to sell for $5, $6 and $7. Of hemp and tagal principally, they are in distinctive small and medium shapes—and very new shapes at that. They are trimmed with beautiful ribbons and novel and good-looking feathers and ornaments. Each hat is different—and you will think each more attractive than the last!

The First Misses' Suits for Spring—From all authorities we hear that the tailored suit is coming into its own again for the new season and certainly, versatile Dame Fashion is exerting every effort to impart to them a prettiness and variety worthy of the foremost place in style. For the past week, every morning has brought new arrivals and now here is quite a representative little collection of the choicest things to charm. Individuality plays a more important part than ever and is a noticeable feature in the suits at $25 to $45. While many, many winsome styles are shown in the full line of sizes at $15, $19.75, $21.50 and $25. For instance—

When a Young Woman Spends $15 *for One of These Suits*—she may have the satisfaction of knowing that she is saving $10 or $15 on what she'd have paid in December. They are trim and fetching little affairs, in two good models; and are made of whipcords, plain chevioats, serges and mixtures that go into suits at $25 and $30. The maker had a few remainders of cloth, and he transformed them into suits. Plenty of blues in varying shades, grays, browns and black. Carefully tailored, prettily lined, and in 14 to 18-year sizes.

Fashionable New Dress Linens—All the soft new tones, the pretty tints and in-between hues that the dyers have so skilfully produced for the Spring and Summer, are ready for your choosing. Everything from the softest grays to deepest blue and through the list of lovely pinks and greens and browns and violets. 50c to $1 yard. *Linen ratines,* quite new, is a combination of two very smart weaves (linen and cotton), $1.50 yard for white or colors.

$2.00 *Shantung Pongee, The Genuine Chinese Silk,* $1.10—We have about three hundred pieces of genuine Shantung Ecru Pongee Silk, full 33 inches wide, extra-strong and heavy, to be sold at LESS THAN WHOLESALE IMPORT VALUE. This is really an extraordinary occasion, of interest to women in general, to dressmakers, and to makers of high-class skirts and pajamas for men. Many will buy the full pieces (19 to 20 yards), for this silk is adaptable to so many uses—coats, dresses, waists, children's frocks and coats, and men's wear. Possibly enough for two days' selling, but we suggest that, if you can't *come today,* 'phone or write at once. Remember—genuine $2.00 Shantung Silk at $1.10 a yard.

NO BETTER
TROLLEY MADE
AT ANY PRICE



Columbia Garment Trolley

Here is your opportunity Mr. Merchant to buy direct from the manufacturer an extension clothing carrier which combines every quality that makes the **Columbia** absolute perfection.
The roller bearings are of hardened steel and practically frictionless, easy to operate, will wear a lifetime.
The **Columbia Trolley** is very heavily nickeled over copper insuring a rustproof and durable finish.

Write at once for illustrated catalogue and all particulars

HARDWARE SUPPLY CO., *Manufacturers*, Grand Rapids, Mich.

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



MY CATALOG contains a complete list of everything the sign and show-card writer needs.

THE D. S. of L. BLUE HANDLE BRAND BRUSHES for every purpose are listed and illustrated—your favorite brush is there. We have a large showing of French made brushes. There are no better brushes made. Each one is a work of art.

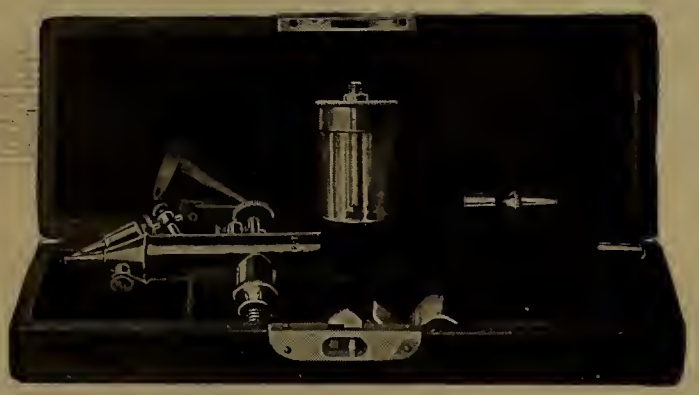
SAVE MONEY ON YOUR SUPPLIES

You not only buy better supplies from us but you will save money. Hundreds of stores doing their own show-card work use "Strong's" Supplies. The best card-writers and sign men are big users. You need our catalog as a guide to safe and economical buying of lettering tools and materials. Write today for

"STRONG'S" SUPPLY CATALOG

Address, Supply Dept.,

DETROIT SCHOOL OF LETTERING
CHAS. J. STRONG, Founder
DETROIT Est. 1899 **MICHIGAN**



Get An Air Brush

while you are about it, that will do your all-around work to perfection.

MR. O. C. WOLD, Chicago, Ill. — August 13, 1913

Dear Sir;—I notice that the other Air Brush concerns are advertising testimonials and it gets on my nerves, as having used three other makes and two Wolds, I am in a position to state that yours is the best Air Brush in the WORLD.

Hoping to hear from you soon, I am as ever
Yours truly,
W. G. SCHROTH, Galveston Tex.

THE WOLD AIR BRUSH ART SHOP, 716 W. Madison St., Chicago, Ill. — December 8, 1913

Dear Sir:—I want to add here that I think along the same lines as does Mr. W. G. Schroth of Galveston, Texas, about your advertising more of testimonials, especially from customers who have used other makes and given them all a thorough trial, and found the Wold's to be the best in the WORLD. We are away out here in the West where you never hear of our work, but just the same we always have a good word to give our brother card writer about the Wold's Model "N."

Thanking you for reply by return, I am
Yours truly,
L. O. WISLER, Dayton, Wash.

Send for New 1914 Catalogue—Today

The Wold Air Brush Art Shop
716 W. Madison Street CHICAGO



Handsomely bound Leatherette Cover.
Size of cover 8½ x 10¼, lettered in gold.

STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone:—Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over $4,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only $3.50 Shipped Postpaid on Receipt of Price.

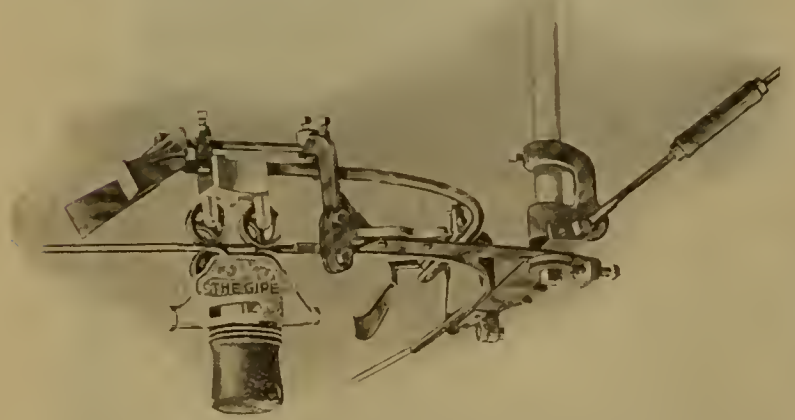


THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.

Gipe Store Service

Every merchant knows about cash and package carriers and the revolution in store keeping methods that has been accomplished through their use, but we seldom hear the name of the inventor of these devices that have proved such a practical help to the retailer. Among those whose inventive genius has helped to perfect store carriers E. C. Gipe has played an important part. He has been in the business of inventing and manufacturing carriers and allied appliances for twenty-three years, and during that time has been an influential factor in this important field of industry. During the past ten years Mr. Gipe's inventions have attracted much notice in Europe and Canada but have been little heard of in the United States owing to the fact that Mr. Gipe has been under bond not to engage in the carrier business in this country for a period of ten years. That time has now expired and the merchants of the United States will be interested to learn that the Gipe Store Service Company, with headquarters in Chicago, has entered the carrier field and that Mr. Gipe's latest inventions are now available to the merchants of the United States.

Mr. Gipe's first carrier was called the Standard and was placed on the market many years ago. Judged by the standards of that time it was a satisfactory and efficient device, but as merchandising methods progressed improvements in carrier service advanced and Mr. Gipe placed another invention on the market. This was in 1898, when



he brought out the Air Line cash and package carrier that is now well known throughout America. The extensive sales of the Air Line carriers proved their merits convincingly. Mr. Gipe disposed of his Air Line patents in 1903, at which time he agreed not to re-enter the carrier business in the United States for ten years. However, he located in Toronto, Canada and proceeded to work out some advanced ideas in the matter of carrier service.

Considering the many handsome new stores being built and the general betterment in store equipment, the inventor determined that the carrier system of the future must combine handsome appearance with the greatest possible efficiency, ease of operation and durability. With the view of embodying these and other desirable qualities in a carrier, Mr. Gipe proceeded upon the development of an entirely new type designed to meet the requirements of the most modern merchandising ideas. In the opinion of the inventor, such a line of carriers is represented in the various products of the Gipe Store Service Company, and this view has been verified wherever the carriers have been installed. They are now in use in large numbers throughout England and other European countries as well as in Canada.

Possibly the most convincing test for Gipe carriers lay in the way many of them were placed in stores. Mr. Gipe had so much confidence in his latest inventions that he decided to insert a clause in his order blanks making it optional with the merchant to keep or return the carriers after a trial of ten days. Many carriers were sold on these terms and none returned. At the present time all Gipe carriers are sold with the written agreement that if in the opinion of the merchant they do not give quicker, better and more economical store service than any other system, they will be removed without any expense to the merchant, providing a written request to that effect is given within ten days from the date of erection. Another evidence of Mr. Gipe's confidence in his new carrier system is that he agrees to furnish free for five years all repairs that may be necessary. The only item not included in this liberal guarantee is the pull rope, which was omitted for obvious reasons.

The new Gipe system of carriers is remarkably complete in the variety of store conditions it has been designed to cover. There are carriers for every angle between level lines and the steepest grades. There are also carriers that run vertically from one floor to another as well as around curves. In a brief notice of this kind it would be impossible to give any adequate idea of what can be accomplished through the use of the various devices included in the Gipe line. It is enough to say that they will prove a wonderful help to the merchant who requires a safe, quick and quiet means of transmitting cash or packages from one part of the store to another, and there will be found extremely few types of store construction in which one form or another of Gipe carrier cannot deliver the goods with entire satisfaction. The carrier shown in the illustation is called the "New Gipe Adjustable Curve." It can be used with either grade or level line carrier and works equally well for right angle or slight curve, no matter how rapidly the car is sent. It is as durable as the straight line and is handsomely finished in oxydized copper plate.

A handsome and comprehensive catalogue covering the entire line is issued and will be sent in response to a request addressed to the Gipe Store Service Company, Medinah Building, Chicago. It is a book that will prove of interest to every merchant.

Salesmen Entertained

Hugh Lyons & Co. entertained their road men at the home office, Lansing, Mich., during the week of December 8th. The time was spend going over the many additions to their line and making plans for next year's business.

In spite of the rumors regarding financial stringency which are now sweeping the country, the salesmen, without exception, stated that their prospects for their spring trips were in excess of those for a number of years. They also stated that never before were merchants laying so much stress upon the immense value of window and store displays.

A banquet was tendered the salesmen on December 10th, Mr. H. D. Luce, Secretary of the firm, acting as host. The sales force now consists of: H. G. Hughes, manager of the New York office; Nat Drey, manager of the Chicago office; C. D. Perrine, Pennsylvania and New York; C. B. Meyer, Ohio; C. B. Glasebrook, Southern States; M. R. Gorove, Indiana and Illinois; C. H. Streett, Iowa and Nebraska; W. L. Rice, Western States; C. A. Stone, Wisconsin and Minnesota; F. C. Poxson, Michigan; H. A. Beach, Louisiana, Texas, Oklahoma and Arkansas. The men left for their spring trips on January 1st.

A Big Equipment Oorder

The Kaufman-Baer Co. of Pittsburgh, Pa., has placed its equipment order for the new establishment there. This is said to be one of the largest ever given. An interesting thing about the specifications is, that all the metal parts of the movable display devices are in the same finish as the permanent fixtures, so that a new copper bronze tone will predominate. There will be a soft harmony rather than sharp contrast in the decorative features. This equipment order calls for the latest in wax figures, including a complement of the full bust variety to show the extreme styles in imported gowns.

It is expected that wax will be extensively featured in forthcoming windows. This is in line with what has recently been done by Marshall Field, Macy and other large concerns with master decorators. That Palmenberg of New York will supply all the wax figures in addition to the display fixtures, means that an American manufacturer is favored over his French rivals, for there has recently ben very sharp competition between Paris and American makers. This evidences a decided tendency in favor of the home market.

It seems too, that the order calls for the finest in material and construction, which is significant of the growing interest in merchandise decoration. The disposition among the big, successful department stores is to supply the display management with everything necessary to obtain the best results.


Patent Applied For

Are You Using the Nuway Indispensable Wood Fixture?

The best and easist to drape fixture on the market.
The *Indispensable* is one hundred stands in one.
All tops are changeable, and no tool necessary.
This stand has been my right bower for years, especially for all rapid work.

Finished in mahogany, mission or golden oak.

Write for descriptive folder for prices of the Indispensable and its various fittings.

DAVID B. CHAMBERS, 1533 West 24th Street, DES MOINES, IOWA



BICYCLE Rolling Ladders

are made in many styles and to fit all kinds of shelving

Send for catalog giving full description and prices

THE BICYCLE STEP LADDER CO.
61 W. Randolph Street, CHICAGO, ILL.


New Hat Stand

Barlow Display Fittings

help the decorator to work out his idea, because they are *practical.* They are made by mechanics who thoroughly understand the requirements of the trimmer.

Folder No. 114, showing New Spring Goods, now being mailed. Send your name if you wish a copy.

THE BARLOW COMPANY
No. 79-B Race St. HOLYOKE, MASS.

The Advertising World
Monthly Magazine

The Magazine that Helps;
The Retail Merchant's Standby;
It is missed when time expires.

Contains more Helps, Hints, Suggestions, Specimen ads and explanatory contributions than any other publication. Intended for all retail merchants, window decorators, and those in any way interested in preparing advertising matter.

60 cents pays for one year's subscription including our revised booklet of 3671 Advertising Catch Phrases. Money back if not satisfied. Sample of magazine for stamp.

THE ADVERTISING WORLD
COLUMBUS, OHIO



Artificial Flowers and Decorations

OUR SPECIALTIES

Poinsettas from $9.00 a gross up; Holly Vines from $6.00 a gross up; Electric Light Shades from $9.00 a gross up. Fireproofed if desired.

NO CATALOGUE
SAMPLES ON REQUEST

M. SYLVESTER
150 Bleecker St., New York

IMITATION **GRASS RUGS** ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street NEW YORK

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



Annual Prize Contest 1913

Closes December 1, 1914

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparativey small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc. Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current mouth.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before July 31, 1913.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

Sales—Under this head shall be considered the effect of the display in making sales.

Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street CHICAGO, U. S. A.



This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only $1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

8 New Year's Windows.
White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
Washington's Birthday Windows.
8 St. Patrick's Day Windows
Spring Opening Windows.
Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
6 Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
5 Thanksgiving Windows.
4 Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission. etc.*
10 Sale Windows.
Bas Relief Backgrounds.
Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50.

Merchants Record Co., 431 So. Dearborn Street Chicago, Illinois

Increase Your Salary

$10.00 TO $25.00 A WEEK

by learning to write Cards, Signs and Price Tickets. It isn't real work to do this "when you know how," and the art of lettering is easy to learn with a set of

The Card Writer's Charts

which consist of seventeen heavy cards 8½x11 inches, beautifully printed in six colors, inclosed with sixteen sheets of ruled practice paper in a strong covered box.

Price :: $1.50 Postpaid

This valuable work has been the means of raising the salaries of hundreds of trimmers and clerks whose employers have been pleased with their enterprise and added value to the business.

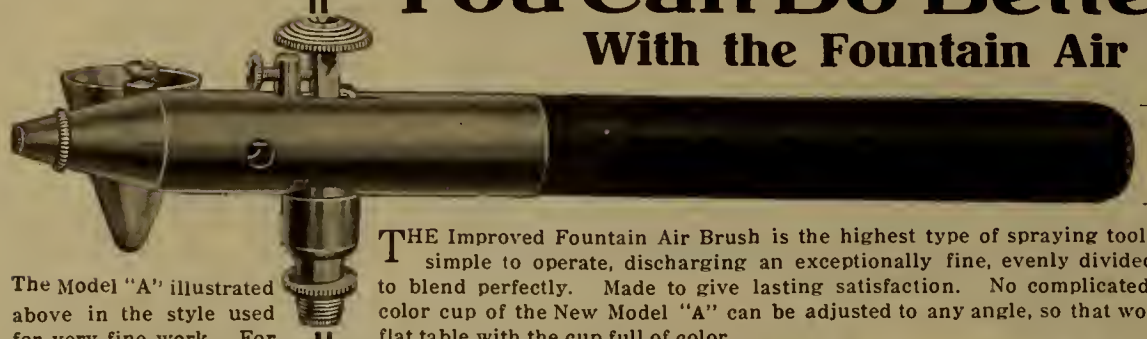
Send order and remittance to

The Merchants Record Co.
315 DEARBORN STREET :: CHICAGO

Toying with Millions in Business

In this country there are three corporations that are regarded as the three richest and most powerful trusts in existence. One of these three corporations recently made three experiments in advertising on a gigantic scale. The risks were enormous. It was virtually toying with millions. The results of these three experiments startled the corporation—and that corporation's entire selling policy has been shaped on the results. These experiments and the results—with all the names, facts and figures—are described in detail in the new book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses," by Henry S. Bunting, the advertising editor and author, who spent six years investigating his subject. There are thirty-five chapters in which every phase of the premium-giving method of getting trade is considered. This book is free with one year's subscription to the Novelty News, the great magazine of general business devoted to the advancement of advertising and selling methods. The subscription is two dollars. The book is free. The address is 222 South Market Street, Chicago.

You Can Do Better Work
With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, **Chicago**

Cardwriters Pure Red Sable
One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

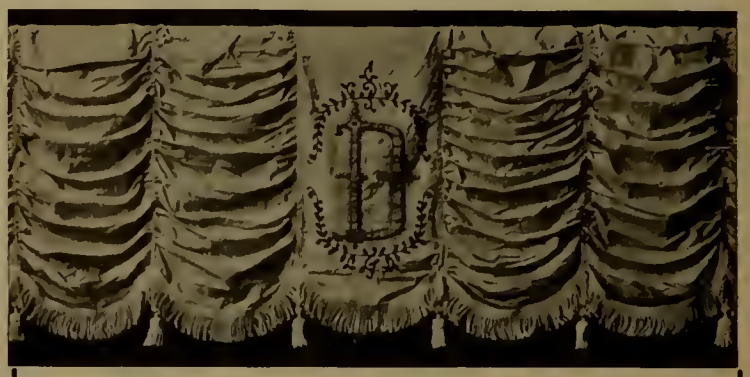
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1913 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.



Show Window Shades
and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

made and sold by us—will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your window trims that final completeness so necessary. Order now.

GET THE GENUINE

The Art Window Shade Company

2411 North Halsted St. CHICAGO, ILL.

Write today for catalogue showing great variety of styles and prices.

ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. **THEY ARE ABSOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors, **$4.00**

Sample Order, c. o. d., 7 half-pints, different colors **2.25**

ROBERT HOSKIN Manufacturer

331 Greenwich St. NEW YORK

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WESTERN OPENINGS—Many openings with prominent merchants throughout the Rocky Mountain States for window trimmers, card-writers and salesmen, dry goods, clothing, shoes and general merchandise. If would consider western position, write Business-Men's Clearing House, Denver, Colo.

POSITION WANTED

POSITION WANTED—Window trimmer, card writer and advertiser open for change Jan. 1st. Age 28. Strictly sober. Prefer city up to 75,000 inhabitants. Address YY, care Merchants Record and Show Window.

POSITION WANTED—Combination man desires position in large department store. Seven years' experience. Expert ad-writer, display manager and card-writer. At present engaged in store doing half-a-million. Want greater opportunities and responsibilities in bigger store at a bigger salary. Address Box 225, care Merchants Record and Show Window.

POSITION WANTED—Advertiser, window trimmer and card-writer of 10 years' department and exclusive men's stores experience would like to connect with reliable firm in city of 10,000 or over. Gilt edge references. 26 years of age, married. German-American. Open at once. Address Box 226, care Merchants Record and Show Window.

FOR SALE, ETC.

THE BOSTON STORE'S WONDERFUL XMAS ATTRACTION—THE MAGIC FOREST—IS FOR SALE—Why don't you secure it for your store for Xmas 1914? It can be set up in a space from about 20x45 ft. to 35x65 ft. For further information, price, etc., write the Advertising Manager, Boston Store, Chicago, Ill.

Turner's Natural Cotton Bolls with long stems for decorations and souvenirs are as fine as they grow, and are great sales attractions. Prices reduced to $10.00 per 1,000 on about 20,000 surplus. Order quick. Samples, 2 for 10c; 6 for 20c; 12 for 40c; postpaid. Booklet free. James H. Turner, The Cotton Boll Man, Dept. 6, Carrollton, Georgia.

GINGER UP your show windows with cards that command attention. Your window space is too valuable for other kind. Send for circular of our illustrated feature cards. They compel attention. F. H. Fisher, 431 S. Hill St., Los Angeles, Cal.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it shonld be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Subatitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUELISHED**

Send us $1 00. Keep the book ten daya and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW

Book Department. 431 So. Dearborn St., CHICAGO

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Publications of
THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription $2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, $3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of $3.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays iluustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of $2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of $2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of $1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year___ $5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year_____ 4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year _____ 4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year_____ 3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense four portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.
"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.
"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.
"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of $2.00.





Asparagus

Wherever a rich display is desired, this delicate and graceful vine will be just what you want. To give it the final finish, add either a few Orchids, Sweet Peas, Gardenias or Daffodils to same.

Natural Prepared Asparagus Vines, in green, per yd. **$0.50**
Natural Prepared Asparagus Vines, per running yd. . **$0.30**

Natural Prepared Smilax

4271T Natural, Prepared Transparent, Fireproof Florida Smilax, 36 x 24 inches, in any color, 5 yard lengths, per running yard **$0.30**

With our enormous stock of goods and up-to-date manufacturing facilities we can offer you Decorative goods at the right price

Write for our Spring Catalogue No. 48, size 11x16. Illustrations in colors. Free for the asking

FRANK NETSCHERT COMPANY

61 Barclay Street, New York

Manufacturer and Importer of Artificial and Natural Prepared Plants, Etc.

Curtis Says

BE an optimist—The New Year will be just what you, the retailer, make it.

Plan for a prosperous, thriving business in 1914 and the chances are all in favor of your having it and we can help you. For over 40 years we have led in devising fixtures and forms to "Help You Sell Your Goods". This year finds us with a bigger and better line of display equipment than ever before.

Write for our 288-page catalog *now*. It's full from cover to cover with snappy, "up-to-the-minute stuff."



Neckwear, gloves, etc. can be effectively shown in units on our No. 1538. Made 12 and 18 inches high (extensible) and is fitted with a slotted metal top into which gloves or other furnishings may be inserted.



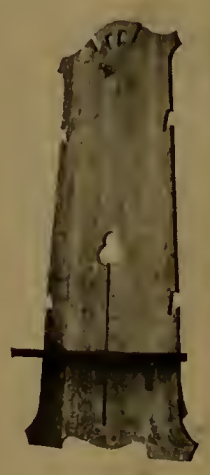
No. 1828 has long, slender lines and is a perfect form for high grade garments. Fitted with tapered skirt and mounted on heavy metal base.



Shoes are displayed to best advantage in pairs and our No. 826 shows them attractively. Made 9, 12 and 15 inches high, fitted with tilting tops and heavy bases.



This shirt stand has 10x19 inch wood top which tilts to any angle. Mounted on extensible metal standard and heavy base.



No. 3247 clothing easel is made 48 and 60 inches high and in any finish. Shelf is adjustable up and down or may be removed entirely.



X-Ray Window Searchlights may be seen in the best windows of almost every town in this country and Canada. Lit Brothers of Philadelphia have recently purchased over 500.

Write for our window lighting booklet today.

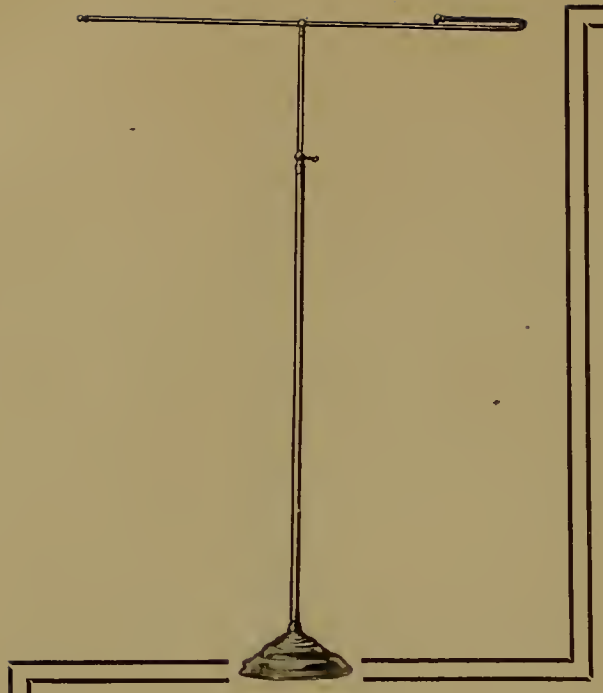
CURTIS-LEGER FIXTURE CO. 237 Jackson Blvd., CHICAGO

MERCHANTS RECORD and SHOW WINDOW



J.C.Bodine.'

VOL. XXXIV—NO. 2 FEBRUARY, 1914



Quality and Service

Combine to make Norwich Fixtures. Modern Methods of production assure the user of Norwich Fixtures — efficient service all the year round.

If you are not acquainted with

Norwich Quality and Norwich Service

Write us and ask for catalog and prices.

The Norwich Nickel & Brass Co.

Norwich, Conn.

New York
712 Broadway

Salesrooms

Boston
26 Kingston St.



One of the windows of Stern Bros., New York, equipped with "Pittsburgh" Show Window Reflectors

Write for Booklet "Show Window Lighting."

Pittsburgh Reflector & Illuminating Co.

3117 Penn Avenue : : Pittsburgh, Pa.

Your Show Windows



form a large part of the expense of your store, not only in time and material used in their trimming, but a large part of your rent is based on their potential value; but they are absolutely necessary to any retail business. This expense must be incurred. Are you getting the maximum results that might be obtained?

The average window trim is under artificial light one-half the time, and, if properly lighted, is then most effective.

Are Your Windows Properly Lighted?

You can pay large rent for your show windows; you can hire the best of window trimmers, but if you neglect the proper lighting you will cut down the effectiveness of your windows largely.

Walk across the street and look at your windows. Are they attractive and alluring, or does the trim, no matter how good, look obscure from this point? ***"Pittsburgh" Show Window Reflectors*** will give your windows life, character, individuality and a pulling force even from this distance. The cost is nominal.



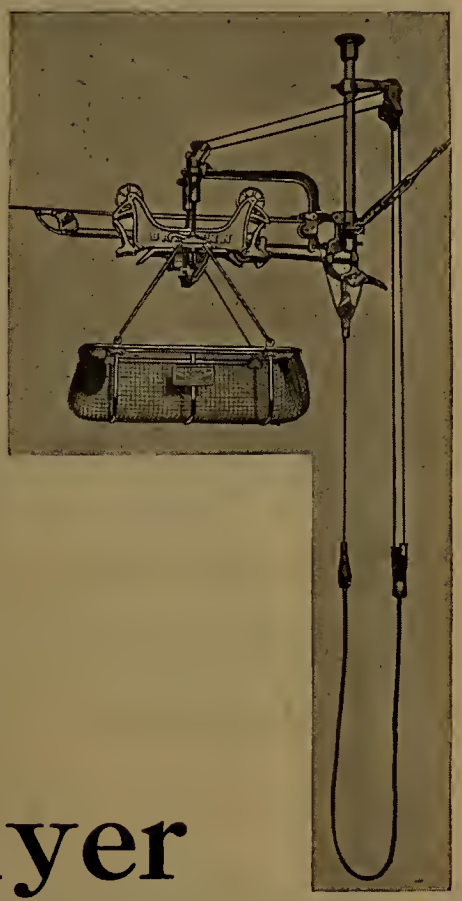
Two Annular Ball-bearings in each wheel having hardened steel balls in each with hardened steel cones and racers, and a dust proof cap on each end of Hub.

Good Carriers

Made Better by Using

Ball Bearings

WE thought it simply impossible to make asingle improvement on our *Baldwin Flyer* Cash and Package Carrier but we tested these "Patent applied for" ball bearings in busy stores on long lines, and found such a real improvement that we decided on the added expense. Because we think results will prove

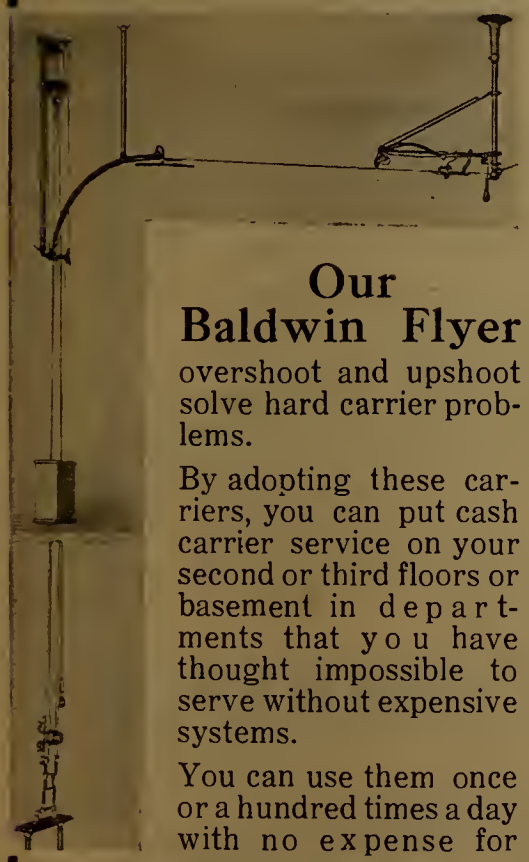


Better Service to Our Customers.

WHEN we are perfectly sure of giving *more* than Good Value for money received, and every customer satisfied, then we're Happy. Some one has truly said, "He who serves Best Profits most."

OUR aim is how to serve you best and it's one reason for our success. Your success depends on your service to your customers, and if you want to improve your service

In 1914 Install Baldwin Flyer



No. 22 Overshoot

Our Baldwin Flyer

overshoot and upshoot solve hard carrier problems.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

You can use them once or a hundred times a day with no expense for power.

Ask those who use the Baldwin System

Cash and Package Carriers

GIVE your store that refinement of prompt Service and quiet dispatch of Cash or goods to a central desk that pleases customers and helps you to sell more goods. Relieve your clerks of wasteful haste and useless wasted time of running to the desk.

WE have absolutely the Best Line of Carriers on the market to-day and only ask an opportunity to demonstrate this fact to You.

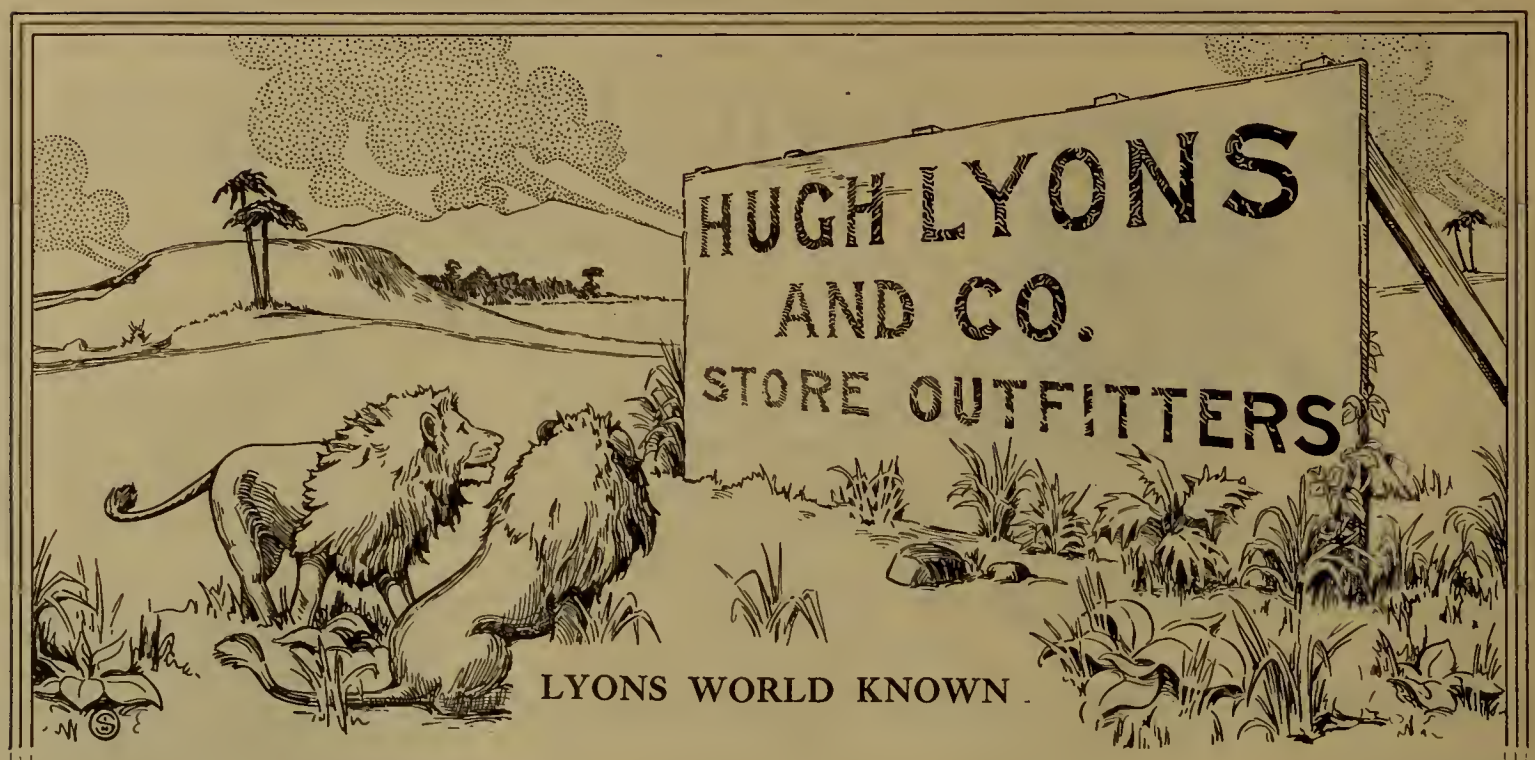
Write Us Today

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office



Do you feel the lack of proper fixtures for displaying certain lines?

A GOOD STOREKEEPER once put it to us this way: ***"Plenty of the right kind of display fixtures in a store are like lubricating oil to an engine—it makes smoother running.***

¶ Goods well displayed suggest needs, make sales, increase profits and enable your clerks to serve more customers. ¶ While improving the appearance of your store they earn their cost, pay their own bill.

If you are in the market for

Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outdoor Cases, Glass Stands, Glass Shelves, etc.—

or anything, in fact, for the equipment of a first class store, don't forget that "The Largest and Best Equipped Fixtures and Show Case Factory in the World" is here to serve you promptly and well.

Our catalogs are filled with ideas—mailed free upon request.

HUGH LYONS AND COMPANY

802 E. SOUTH ST., LANSING, MICH.

New York Salesrooms, 686 Broadway Chicago Salesrooms, 313 Jackson Blvd.



Will Your New Store Front be a SALES POWER or Simply a Combination of Building Material

When you contract for a new Store Front make sure of one thing above all others—that you will add a SALES POWER to your business; not merely a "partition" to keep out the cold and rain. Store Fronts should *sell* not simply protect the merchandise on display.

During 1914 thousands of new Fronts will be installed—some will increase the sales of the Stores with which they are associated and others will do nothing more than insulate the store room from the street. Today competition among retail stores demands that the leaders be attractive. Attraction through show windows is the power that sells more merchandise than any other Store element. Louis Salzberg, of Michigan City. Ind., states that 40% of his entire business should be credited to his KAWNEER FRONT — and down the street the KAWNEER FRONT of the John Monroe Tailoring Co. is producing 60% of their entire business. In LaPorte Ind., Squires & Lay state that their KAWNEER FRONT is worth $5,000 a year and it is only 20 feet wide.

Kawneer Fronts Pay for Themselves

When you buy a KAWNEER FRONT you don't expend its cost — you simply loan it to your business because it will all come back to you in a few months, then for years and years the profits on the constantly increasing business will be yours—net—won't even have to paint or repair the Front as KAWNEER is built permanently — only solid copper, brass, bronze or aluminum is used. A KAWNEER FRONT can pay for itself in your store.

Show Window Ventilation

Just think of the thousands of sales lost every winter day by frost or sweat on show windows. Take the case of Appledoorn's Store in Kalamazoo—they were in business 54 years without a good Front — they rarely used their windows in winter on account of frost and in summer the windows were dark and gloomy. They put in a KAWNEER FRONT and in eight months the entire investment was returned to the cash register — returned by profits on the increased business. Their KAWNEER FRONT increased their business 40%. Their show windows are of the 365-day-and-night kind — just like thousands of other KAWNEER FRONTS.

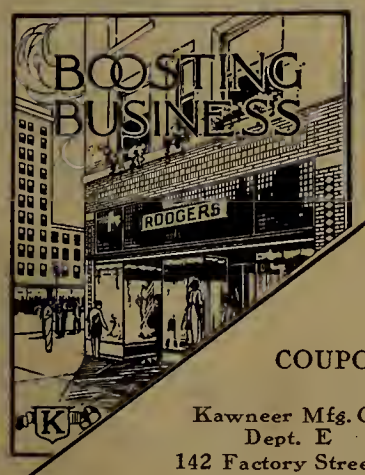
Nearly Eight Years Experience

Since 1906 we have worked with Merchants, Architects, and Contractors in the construction of over 30,000 Store Fronts—not alone in big cities but in towns even as small as 150 people. Among this long list of users you will not find one Merchant who regrets the money spent — you will never hear even one say, "I wish I had the old Front." KAWNEER FRONTS have been developed around *your* repuirements and we can help you increase sales, just as we have helped the Merchants behind the 30,000 KAWNEER FRONTS that now stand.

Kawneer
STORE FRONTS

A Store Front Book

Naturally, during these years of specialization we have learned a great deal about Store Fronts that cannot be learned in any other way — information that cannot be bought, and to be of greater service to you who contemplate the erection of new Store Fronts, we have compiled a book "Boosting Business No. 14" which is without a doubt the most instructive and most interesting Store Front book ever published. This book we will gladly send to you free — yours is in an envelope, stamped with a 5c stamp, and all ready for your name and address. Just send along this Coupon and see the book that contains photographs and drawings of many of the best paying, big and little Store Fronts in the country. Don't risk the amount of money you will invest in a new Front when you can get the most complete Store Front book for a 2c stamp.



No obligation — "Boosting Business No. 14" is yours for this Coupon.

Send coupon *To-Day*.

COUPON

Kawneer Mfg. Co.
Dept. E
142 Factory Street
Niles, Michigan

Kindly send "Boosting Business No. 14" without obligations

Name.....

St. and No.

City or town

Kawneer
Manufacturing Company

Francis J. Plym, President
DEPT. E
142 FACTORY ST.
NILES, MICHIGAN
HOME OFFICES

Factories
Niles, Michigan
San Francisco, Cal.
Toronto, Canada

We have a Branch near you.



A Zouri Business-Producing Front

Make Your Window Your Star Salesman

Getting people into your store—that's your big problem, isn't it? After that your fair dealing and quality merchandise will hold them. You are spending a lot of time and money to make your window displays so attractive that they will bring the people right into your store, but your display doesn't have the "grip" unless the people you want to reach get a good view of it.

Be sure your store front is neat and attractive at all times, and your window displays will move a lot of goods. You will appreciate the advantages of

Zouri SAFETY & BURGLAR-PROOF SETTING FOR PLATE GLASS

OPERATING UNDER MURNANE AND MARR PATENTS

The Zouri system makes an inviting and durable store front. You can replace your old front with the Zouri at a very low cost, and your increased business will reimburse you many times over within a very short period. It is easily and quickly set in place, and the method of securing indirect pressure on the glass lessens the danger of breaking. Can be locked with key. No unsightly screw heads—all fastenings hidden. Perfect ventilation and drainage. All standard finishes.

Send us photograph of your store as it is today, and let us give you detail sheet and full particulars of the Zouri System. Your window can be made your star salesman, one who requires no salary or drawing account and who will work for you incessantly. Write us for information today.

Zouri Drawn Metals Company

General Offices and Factory: 215-227 W. Schiller Street Chicago, Illinois

Make Your Show Windows Pay Your Rent.



The Storage Chest. The 96 YOUNITS that make up this set are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish.) A good place to keep any part of the set that is not being used,

Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims—will display your merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.

Read further about this wonderful

Set of Fixtures

Hundreds of Trims. With this set over 500 original trade pulling window trims can be made and at no time making any two alike, besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction, the "Sunken Steel Socket," takes the place of the old construction. There are now *NO* Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln Dried Oak, the metal parts of cold rolled steel; each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE of CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactorily.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax (non-scratchable) finish.

Stock is carried in Cincinnati, New York and San Francisco. Atlantic coast trade supplied from New York. Pacific coast from San Francisco.

Price for the Full Set No. 119 $25.00 NET

F. O. B. Cincinnati, New York and San Francisco
Order thru your JOBBER or DIRECT

The Oscar Onken Co.

No. 371 W. 4th Street Cincinnati, O., U. S. A.

Quick Shipments. Address All Correspondence to Cincinnati.

Send for Younit Catalog. Stock is also carried in CANADA, ENGLAND and AUSTRALIA

Made In Grand Rapids



We Are "Headquarters"

WHEN it comes to store equipment for candy—cigar—or drug stores (or departments) we believe that we are better prepared to handle the business than any other manufacturer.

Bettter fixtures—better store plans—better experience and a better organization all combine to make a better job. Let us prove this by bidding on your store equipment order.

THE *Wilmarth* LINE

The Wilmarth line is made in the greatest wood-working section in the world. In all parts of the country we have representatives, and in most parts showrooms as well, which allows us to give each customer personal service in selecting the proper display cases for his particular store. When you buy Wilmarth equipment you not only get the best of workmanship but the best of "service" as well.

A New Book

We have just issued a NEW Drug Store Book (not a catalogue) which is of special interest to every dealer who handles anything in the drug, candy or cigar lines. Your copy, gratis, for the asking. If you also want a catalogue mention that fact. Write to office nearest to you.

WILMARTH SHOW CASE CO.

1524 Jefferson Ave., Grand Rapids, Mich.

NEW YORK.....732 Broadway
CHICAGO....233 W. Jackson Blvd.
BOSTON.....21 Columbia St.
PITTSBURGH.....House Bldg.
ST. LOUIS..1118 Washington Ave.
SAN FRANCISCO....515 Market St.



Made In Grand Rapids

Fig.1



Fig.2



This test proves the superiority of the

FRINK and JM LINOLITE Systems of Lighting

You can't light a show-case or window properly with incandescent bulbs that throw a glare into the eyes of the spectators.

No one can see an object distinctly *through the rays of a light!* Try it for yourself.

Place a lighted candle on a table, and stand a vase or any similar object back of it, a little to one side, as shown by Fig. 1. Note how indistinct and hazy the object is.

Now hold a book up so that it shields the eyes from the candle's rays, but leaves the object in view, as in Fig. 2. Note how clearly every detail of the object can be seen.

Fig. 1 illustrates the way your show-windows and show-cases are lighted when you use unprotected glaring bulbs.

Fig. 2 shows the soft, clear illumination obtained by means of the Frink and J-M Linolite Systems.

The J-M System consists of long, tubular J-M Linolite incandescent lamps placed end to end in properly designed Frink Reflectors. The effect is a continuous *line of light*—completely shielded from the eyes of the spectator—and *evenly diffused* over the goods to be illuminated. No harsh spots of light. No deep shadows. Every detail as plain as if illuminated by daylight.

When desired, reflectors are made to burn standard base lamps.

Over 25,000 merchants are now *saving money* and getting *better illumination* by these systems.

Our catalog No. 410 gives interesting facts about lighting that every storekeeper should know. Write nearest Branch for a copy today.

H.W. JOHNS-MANVILLE CO.

Sole Selling Agents for Frink Products

Albany	Cincinnati	Kansas City	New Orleans	San Francisco
Baltimore	Cleveland	Los Angeles	New York	Seattle
Boston	Dallas	Louisville	Omaha	St. Louis
Buffalo	Detroit	Milwaukee	Philadelphia	Syracuse
Chicago	Indianapolis	Minneapolis	Pittsburgh	

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Toronto Montreal Winnipeg Vancouver 2172



"New Way"

What Are *Your* Reasons?

ACCORDING to the way a man's mind works he may give any one of a dozen reasons why he adopted the "New Way" Merchandising and Equipment.

However he phrases his reason, it comes to precisely this:

That the "New Way" brings the goods into closer contact with the consumer: that it displays them more effectively and to greater advantage: and that the consumer instinctively uses the merchant's attitude towards the "New Way" as a gauge of the merchant's own opinion of his stock, and of his ideal of taking care of his customers.

More than three thousand merchants are using the "New Way" exclusively in their stores. What they are doing with it—how it is meeting the competitive problem and reducing their selling costs all around is told in our book "How to Merchandise the New Way." *Fourth Edition* (revised and enlarged), and also a copy of the *"New Way Publicity Service,"* FREE for your name and address on a post card. Address Dept. S.

GRAND RAPIDS SHOW CASE COMPANY

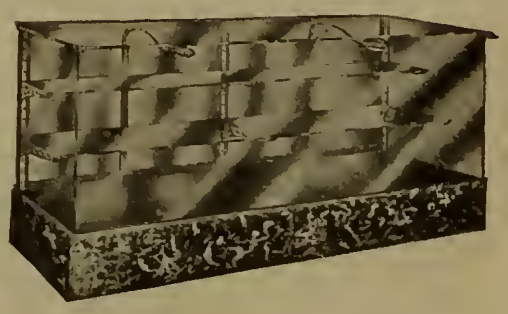
The Largest Show Case and Store Equipment Plant in the World

(*Wardrobes Licensed under the Smith Patents*)

Grand Rapids, Michigan

Show Rooms and Factories: New York Grand Rapids Chicago Portland

Remember
What
"Quincy" Means



35 years' experience in show case building. A positive reputation for making a case that stands up under all conditions. Scientific construction based on years of practical observation. A policy that protects the buyer in every instance.

Our Catalogue Is Different

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd, and Franklin St.

DALLAS, TEX. 907 Commerce St.

WICHITA, KANS. 301 Beacon Building

PITTSBURGH, PA. 949 Penn Ave.

JACKSONVILLE, FLA., 20-28 Julia St.

FRANKEL DISPLAY FIXTURES NEW YORK

"Authority on Origina Display Ideas."

¶ A new complete catalog of Frankel's Lifelike Wax Figures, Papier Mache Forms and Display Fixtures, containing the newest up-to-the-minute display aids, is now on the press, and will be ready for distribution MARCH FIRST.

¶ No expense has been spared in making this catalog the most elegant book of display ideas ever issued. It is synonymous of Frankel Ideas—in bigness—in grandeur—in originality—in concise information—it represents us and our product in the fullest sense of the word "Frankel", which means "Makers of The Best Only."

¶ This book contains 224 pages of over 1200 new, crispy, practical suggestions for window and interior displays, beautifully illustrated with half-tone cuts on heavy glazed paper. A special cut-out thumb index enables the speedy locating of any fixtures in the 26 departments into which the catalog is divided.

¶ Fill in the coupon and mail at once. We will send you this handsome catalog with your name stamped on the cover in gold letters, and place your name on our regular mailing list for the new things as they appear.

¶ Do this TO-DAY—only a limited number of names will be gold imprinted on the covers.

My name is_____
My position is_____
Firm name_____
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City_____ State_____
Line of business_____

Mail to

Frankel Display Fixture Co.

Manufacturers of "The Best Only"

Wax Figures—Forms—Display Fixtures

733 and 735 Broadway
NEW YORK

You can do a bigger business in HATS this year!



YOU can make your Hat Department pay you larger dividends. Many OTHER merchants, in recent months, have taken this same step to increased trade and quicker sales. Wherever good merchandising is a habit, you'll find—

Illinois Hat Wall Cabinets

"Their superiority is so apparent."

Maximum Capacity — Minimum Depth — a fact that endears Illinois Hat Cabinets to every thinking merchant. They are of maximum capacity, still only 31 inches deep.

The Revolving Rack—notice in the above pictures how each section has 12 nickel-plated tiers of rods. These sections move forward at the slightest touch, then turn around. Thus every hat in the case is instantly available.

The Illinois "Hump"—see also how these hat rods are "humped." This exclusive Illinois feature holds all hats, even straw hats firmly on the rack, no matter how suddenly the fixture is turned.

Highest Grade Workmanship. These cases are furnished with the same conscientious attention to detail-perfection that characterizes our famous "Illinois Clothing Cases."

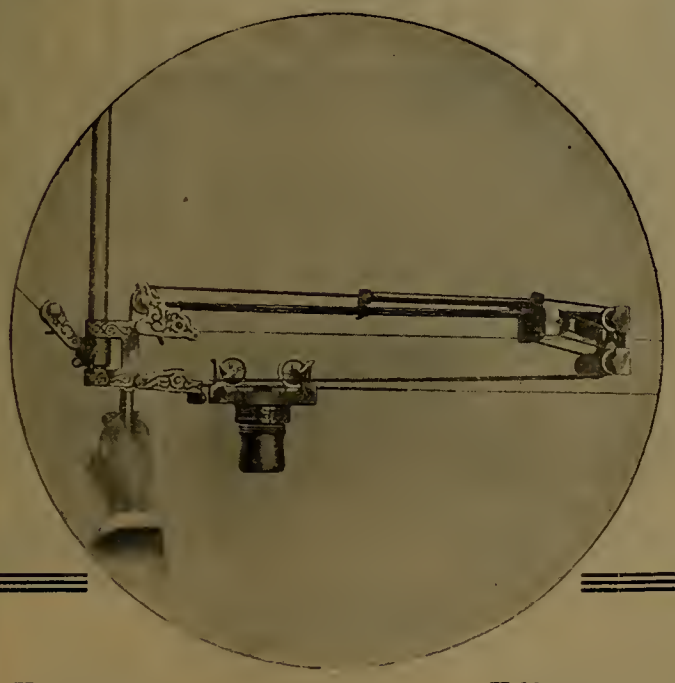
Absolutely Guaranteed—and, like all other Illinois products they are sold direct to you by mail (we have no travellers) and are GUARANTEED to satisfy you in EVERY WAY, or YOUR MONEY BACK.

Catalog—drop us a note today for our new Catalog—showing Illinois Hat Wall Cabinets, Illinois Clothing Cases, and our full line of display cases for every store use. Tell us what your requirements may be, and we will gladly furnish estimates without obligation to you.

Illinois Show Case Works

1735-43 North Ashland Avenue **Chicago, Illinois**

LAMSON



Economy **Efficiency**

LAMSON CARRIERS keep your selling staff busy at the work you employ them for—waiting on trade.

They prevent interruptions and mean shorter waits for your customers than when the clerks run their own change.

They mean a double check on every sale, whether it be "take"—"send"—"charge"—or "cash."

ASK YOUR NEIGHBOR!

Wire. Cable. Tube. Belt and Pick-up Carriers

The LAMSON COMPANY, Boston, U.S.A.

Representatives in all principal cities

SERVICE

Do You Want More Room?

Baine's Brackets in providing more shelf room allow for increased floor-space and added appearance all around. Get all the goods out before shoppers' eyes.



30% More Shelf Room

100% Added Appearance

Baine's Adjustable Shelf Brackets

will provide additional shelf room that will surprise you, besides enabling you to get everything where it can be seen. All users of Baine's Adjustable Shelf Brackets know what we mean and we want you to know about our system. Please write

PIQUA BRACKET CO., Piqua, Ohio



Daylight
increases your sales

because it improves your Clerk's Selling Power

It improves their health. their comfort and thereby their ambition. As their eyes are relieved of strain their working efficiency improves as a matter of course.

These are facts based on our experience and the experience of *merchants* everywhere.

Luxfer accomplishes this

Now, if natural Daylight results in the better working and selling efficiency of your clerks and the purchasing couditions of your customers, is it not downright progressiveness and economy to install LUXFER—which will flood your store or basement with Daylight and not merely improve the above conditions but the appearance of your store as well?

Every store suffering with bad light—needs LUXFER.

Every store using up much artificial light needs LUXFER.

Every store which *needs* and *wants* daylight should *install* LUXFER—the only Daylighting System which *Daylights* with *scientific accuracy*.

Whatever your problem is, let our Daylight Experts help you in solving it *correctly*.

Write for our book "Luxfer Daylighting" sent free on request.

AMERICAN Luxfer Prism COMPANY

Chicago—Heyworth Bldg.
Boston—49 Federal Street
Cleveland—419-20 Citizens' Bldg.
Duluth—310 W. Michigan Street
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Kansas City—909 N. Y. Life Bldg.
Milwaukee—Stroh Bldg.
New York—507 West Broadway
New Orleans—904 Hennen Bldg.
Philadelphia—411 Walnut Street
Rochester—38 Exchange Street
Dallas—Builders' Exchange
San Francisco—445-47 Turk Street
Los Angeles—928 S. Main Street
Detroit—Builders' Exchange

This NEW CATALOGUE
is worth it's weight in Gold

64 Pages of beautiful **WINDOW TRIMS**

FREE to Retail Merchants



EVERY mail brings many requests from men scattered all over America for our great big 64-page catalog. This is nothing short of being a wonderful book. It is really a compendium of authoritative information on our splendid line of specially designed fixtures. You are shown in this book how to use these fixtures. The trims and designs are all by that famous fixture designer, Mr. D. A. Polay. If you have not received your copy of our new catalog, one is waiting for you.

Let Us

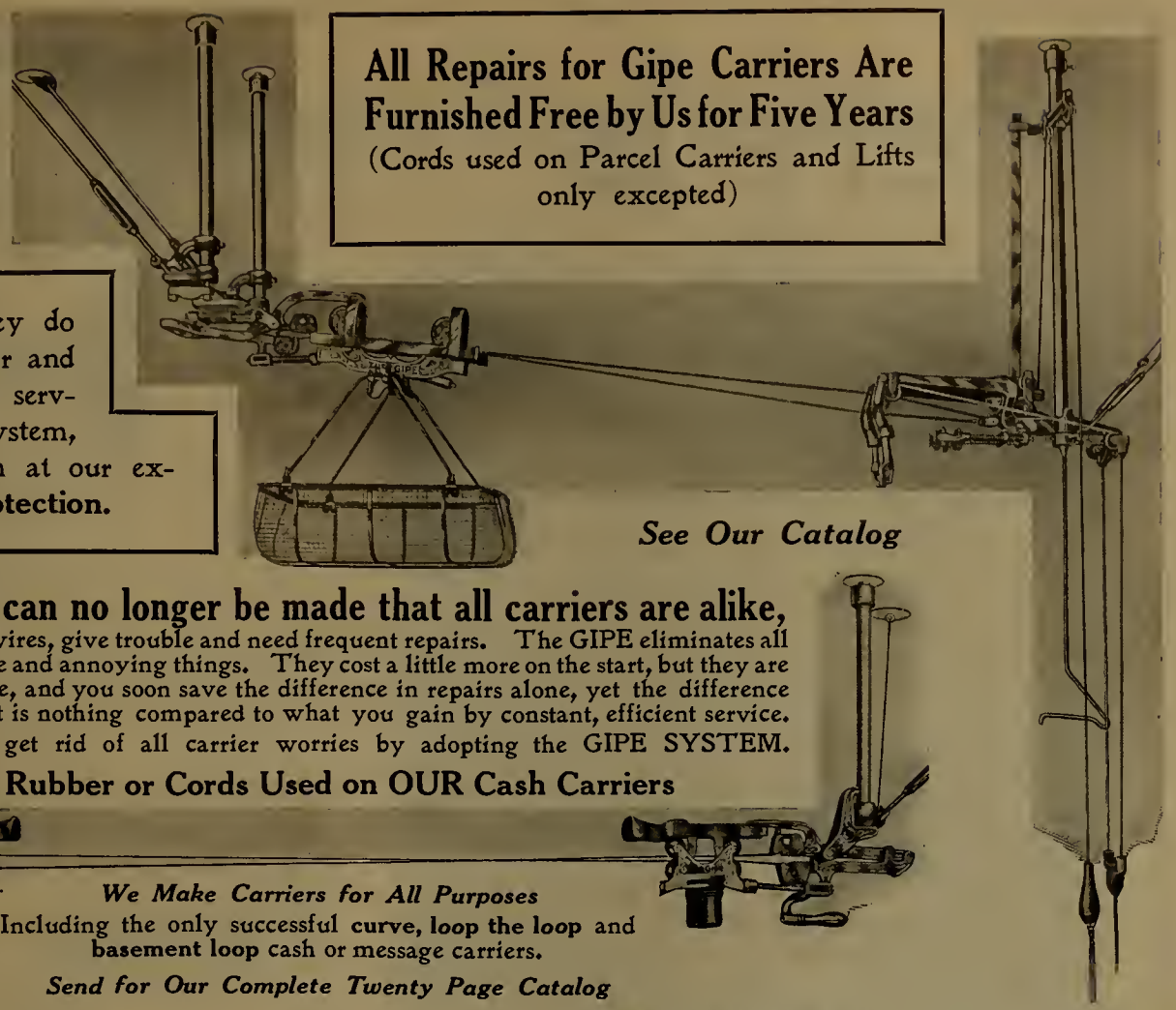
advise you without charge how to remodel your windows and store front. The little it costs for having a smart front will surprise you and the increased sales and profits will be beyond your belief. We can help you, just write us. Address 925 Fulton St.

POLAY FIXTURE SERVICE — Chicago, U.S.A.

Your Positive Guarantee

Install Gipe Carriers, use them ten days, put them to every test, and if they do not give quicker, better and more economical store service than any other system, you may return them at our expense. **A mutual protection.**

All Repairs for Gipe Carriers Are Furnished Free by Us for Five Years
(Cords used on Parcel Carriers and Lifts only excepted)



See Our Catalog

The claim can no longer be made that all carriers are alike, that all break wires, give trouble and need frequent repairs. The GIPE eliminates all these expensive and annoying things. They cost a little more on the start, but they are worth the price, and you soon save the difference in repairs alone, yet the difference in original cost is nothing compared to what you gain by constant, efficient service.

You can get rid of all carrier worries by adopting the GIPE SYSTEM.

No Rubber or Cords Used on OUR Cash Carriers

We Make Carriers for All Purposes
Including the only successful **curve, loop the loop** and **basement loop** cash or message carriers.

Send for Our Complete Twenty Page Catalog

Gipe Store Service Company, Home Office, Medinah Building, Chicago
Eastern Office, 5 to 9 W. 37th Street, New York



Showing Model Forms in a corner of the suit department of the Famous-Barr Store, St. Louis.

Model Forms

Are all that the name implies—and more. Our forms and wax heads have gained a national reputation simply because everyone is designed right, styles are right, lines are right and they are made right. Model Forms and Wax Figures are our specialty. We make nothing else.



No. 582½ M. R. Draped Bust Inserted No. 601 M. R.

Model Adjustable Costume Figures

See No. 601 M. R.

These forms have detachable bodies. Can be raised or lowered as desired. Have tilting device, allowing forms to be adjusted to any angle, effecting a correct, graceful and natural pose. Forms will stand without support, no rods being required to hold them in position. Feet made to fit into shoes.

Model Drapery Forms

Latest designs. Attractive lines. Exquisite skirt effects obtained by the use of any Model Drape Forms. Specially designed to bring out to the best advantage the colors and patterns of different dress fabrics.

Send for our new catalogue—it shows a complete line of Model Forms and Wax Figures

Model Form Co., 554 West Jackson Blvd. **Chicago**

We are also Manufacturers of ADJUSTABLE and NON-ADJUSTABLE Dress Forms. Correspondence invited.

Here Is the Book You Need



It contains more new and practical ideas concerning Spring window decoration than any other book that has ever been published. No matter whether you expect to spend much or little money on your Easter displays, this book will show you how to get the greatest possible returns from your appropriation. It is by far the best Flower Book we have ever issued.

Schack's Spring Flower Book

is an up-to-the-minute encyclopedia of information that every window trimmer needs. It contains hundreds of brand new ideas that have never before appeared in print. For months our special designers and artists have been busy working out the designs that appear in this book, and they have produced so many new and effective ideas that you are certain to find just what will suit you.

If you have not already received Schack's Spring Flower Book, send us your name at once and you will get it by return mail. You will find it a wonderful help in planning your Spring displays.

OUR POLICY

For years it has been the policy of the Schack Artificial Flower Co., not only to supply the best possible flowers and other decoratives at the lowest cost, but also to show the decorator just how our goods should be used to get the best results. Our Flower Book shows you exactly how our flowers will appear in your own windows.

Thousands of leading window dressers from all parts of the country have already sent for Schack's Spring Flower Book. If you have not done so, send us your name today. Your book is waiting for you.

The pictures in these four pages represent only a few of the hundreds of new specialties we are offering for the coming season.



This picture shows a part of the large studios that have been fitted out in our big factory building. Both sides of the aisle shown here are lined with model show windows that are beautifully decorated. A visit to our factory is an education in window dressing. Visitors are always welcome.

The Schack Artificial Flower Co., 1739-41 Milwaukee Avenue Chicago

Always Something New at Schack's

We have just what you want — at the price you want to pay

The Schack Artificial Flower Co. has grown faster than any other flower house, because from the start it has been our policy to carry

What the Decorator Wants
At the Price He Wants to Pay

We have never been satisfied to offer the same old lines year after year, but each season have brought out as many new ideas as possible.

Our **Flower Books,** which are published four times a year at the beginning of each season, are now looked forward to by thousands of window trimmers as an established authority on window decoration.

We will be glad to send you our Flower Books regularly if you will ask for them.



This is one of the many new designs shown in our Spring Flower Book. It was made in our studios entirely from materials that we carry in stock. You can reproduce this design at a moderate cost for the materials.

Hundreds of new decorating ideas free to you for the asking.



A new stand shown in our Spring Flower Book. This is one of many that can easily be reproduced by the decorator. The cost will be trifling.

Everything for the Decorator

While artificial flowers are the principal feature in most window decorations, there are many other things necessary to the window dresser. We carry a very complete line of specialties, all of which are listed in Schack's Spring Flower Book. Here are some of them:

Floral Units	Papier Mache	Wood Paper	Muralite
Decorative Stands	Rock Crystal	Onyx Paper	Lattice Strips
Birch Bark	Cork Bark	Integral Flooring	Glass Beads
Cut Paper	Wound Wire	Metallic Flitter	Sheet Moss
Dowel Pins	Composition Board	Schack's Excello	Vases
Baskets	Shades of all kinds	Analine Colors	Flower Boxes

Each season we add to and improve our line. In this way we always keep pace with the rapid progress that is being made in window decorating. Our Flower Books that are issued quarterly will keep you posted as to the latest decorating ideas.

The Schack Artificial Flower Co., 1739-41 Milwaukee Avenue Chicago

Something New in Window Decoration

Art glass beads will be very popular this season



Here is shown another new Schack specialty that will prove one of the big hits of the coming Spring season.

Our glass beads are wonderfully decorative and can be used in many ways to give an effective finishing touch to a high-class display.

We have round beads in plain glass, also in colors.

We also have tubular beads in two lengths and many colors.

These beads are inexpensive and can be used many times in different ways. Be the first to use them in your city.



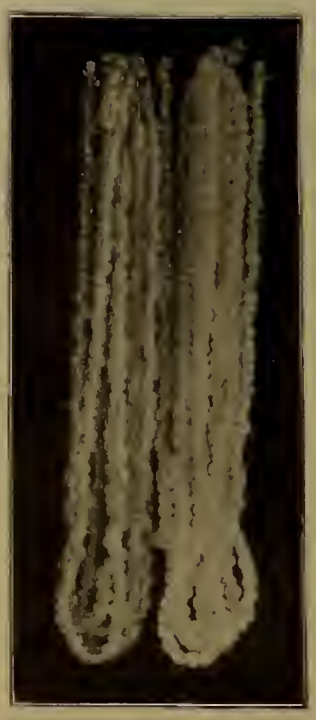
The picture above shows one of our new ideas in shades. It is made of tubular glass beads and flower petals strung together. Very easily made and the materials are inexpensive.

On these pages we show only a few of the hundreds of new ideas that are illustrated and described in

Schack's Spring Flower Book

SEND FOR THIS VALUABLE BOOK—IT'S FREE

Above is shown a shade made of our round and tubular glass beads. Any cash girl can make handsome shades by simply stringing our glass beads together and fastening them as shown above.



These are Schack's inexpensive glass heads, you can use them in many ways in your windows. We also have tuhular beads 1½ inches long—all colors

Practically all of the expense to the shades shown here lies in the work of assembling them. The materials cost comparatively little, and if the decorator will make up the shades himself, he will find them very inexpensive.

We will be glad to furnish any instruction or information that may be needed. This applies to any of the decorating materials we sell.

In our Spring Flower Book you will find dozens of ideas in decoration that may not have occurred to you before.

It cost us thousands of dollars to issue this book, and it is yours free for the asking.

Write for it Now.



This is the handsomest shade ever made hy us. It is made of round and tubular heads combined with flower petals. Each strand is fastened directly to the ceiling hy means of a strong cloth sticker. You can make a shade like this for comparatively little.

The Schack Artificial Flower Co., 1739-41 Milwaukee Avenue Chicago

Schack's Specialties for Spring

You will see them in the windows of the best stores everywhere



The above picture shows one corner of our studios—dozens of other equally attractive pictures are shown in Schack's Spring Flower Book.

We have the only practical line of papier mache ornaments for window decoration ever offered.

They were designed especially for this purpose and the subjects comprise a large number of classic and modern art designs.

More than fifty patterns are shown in our Spring Flower Book.



This is one of the many pictures from Schack's Spring Flower Book, showing our big new line of papier mache ornaments for window decoration.



Here is a new floral unit made by decorating a stand with Peach Blossoms. Many other new units are shown in our Spring Flower Book.

Schack's Spring Flower Book

Contains more good ideas for spring decorating than have ever before been printed in a single book.

There is one of these books waiting for you.

There are a few window dressers who have not used Schack Flowers because they have never seen them, and they don't believe artistic flowers can be made for the small price charged for our goods.

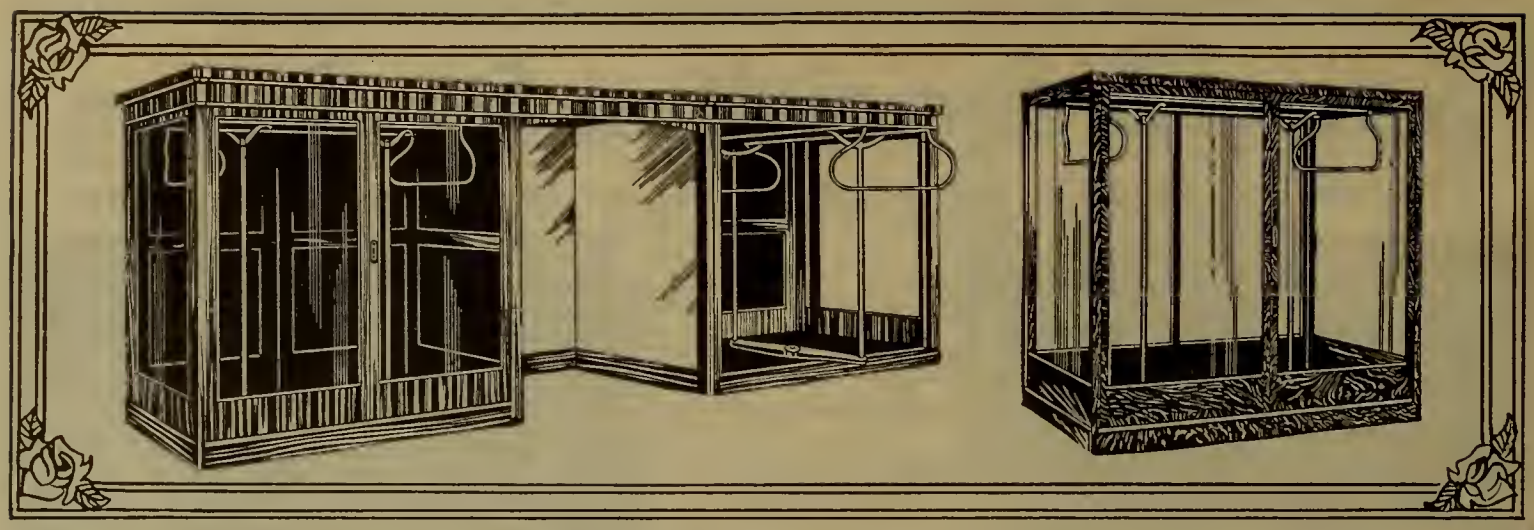
One trial of Schack Flowers will convince the most skeptical that they are the best to use at any price.

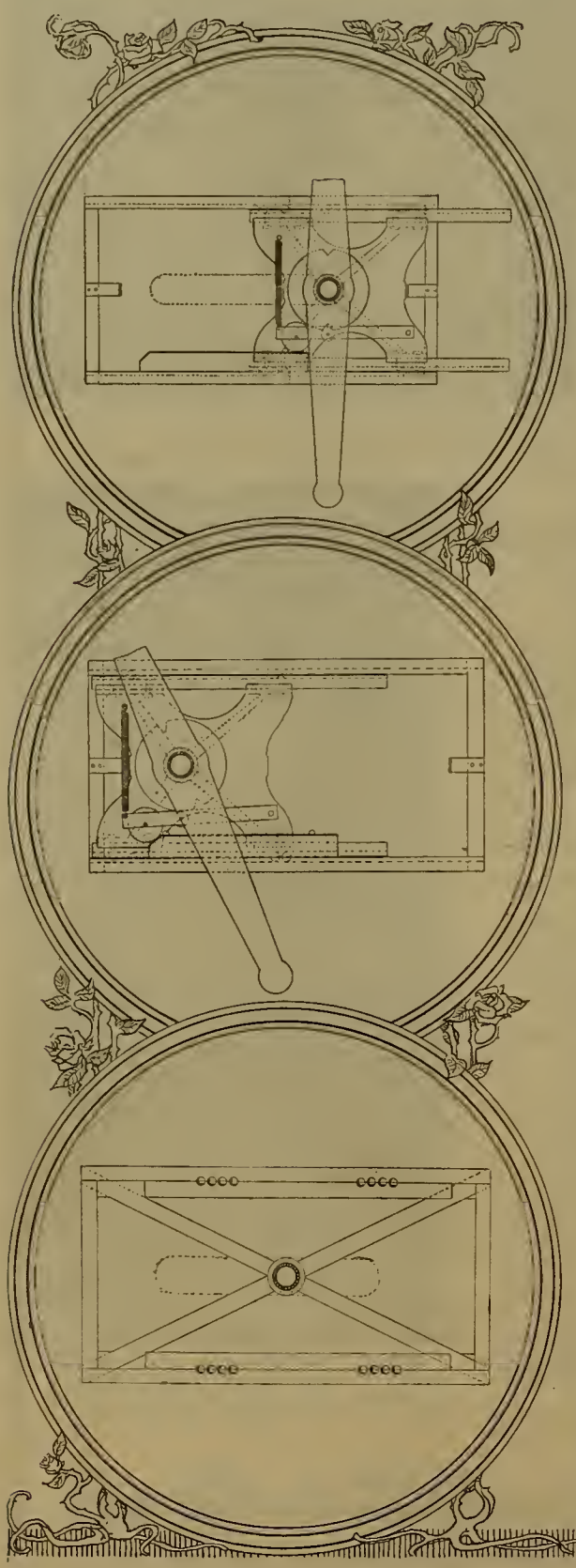
Sit down and write for that Book NOW.



This is a fountain made entirely of materials for sale by us. Any decorator can make a stand like this at a moderate cost.

The Schack Artificial Flower Co., 1739-41 Milwaukee Avenue Chicago





The Mechanism of THE WELCH SYSTEM

THE Vital Part of a revolving wardrobe is the **mechanism.** If that is wrong everything is wrong. It is the **one thing** that every purchaser of revolving wardrobes should give particular attention to. The "mechanism" in Welch Revolving Wardrobes is quite a wonderful piece of machinery; and yet it is not complicated. It is so nearly perfect and so substantial that we **know** it will not "go wrong."

General View.

This cut shows a general view of the Welch mechanism. Note the substantial character of the construction. This mechanism is built on a never-wear-out basis.

Stop Device.

Here is another important point. This device prevents the carriage from revolving except when fully drawn out. It also holds the carriage in place when either fully drawn out or receded, and prevents the carriage from "creeping" while sales are being made or from vibration.

Base and Bearings.

Notice the solid construction of the foundation of the mechanism. Solid steel and so fastened that it cannot be "budged" a fraction of an inch. Solid ¾" steel balls and cold rolled steel channels take care of practically all friction.

Knowing that our "mechanism" is built right—and will stay right—we make the floor of our wardrobes in one piece, and an integral part of the case This is a superior type of construction, both in appearance and in keeping out dust. When you buy revolving wardrobes be sure and look into this vital matter of the "mechanism."

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AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXIV
NUMBER 2

FEBRUARY 1914

Single Copies
Twenty-Five Cents

STORE OUTFITTING

ILLUSTRATING AND DESCRIBING A MODERN READY-TO-WEAR SHOP IN A SMALL CITY—EVERY INCH OF SPACE USED TO THE BEST ADVANTAGE—IN A LONG, NARROW ROOM

G. F. Cooper

EDITOR'S NOTE: This is the second of a series of articles on the subject of store outfitting that will appear throughout the coming year. The writer of these articles is a practical designer of retail stores of all kinds. He has for years been working out problems of arrangement and equipment and his experience has been of such a varied character that he may be regarded as an authority on this subject. In the coming articles the author will describe in detail how stores in various lines have been laid out and equipped. These stores will be selected as models of store planning and outfitting.

WHILE the term "Standard" can hardly be used in describing the proportions of a store, there is an approximate shape that is more common than others among one line stores of medium size—that is the long, narrow room having a width of twenty-five feet or less and a depth up to one hundred feet or more. This shape is one that thousands of merchants have to make the best of, and there are many problems to be encountered in planning the front, rear and interior of such a store.

One of the first things to consider is the front, which includes show windows and entrance. Owing to the narrow front, there is but one way in which adequate window display space can be obtained and that is by adopting the recessed construction in which the door is placed some distance back with a window at each side having a narrow frontage facing the sidewalk and a wider one facing the vestibule. Such fronts have become increasingly popular during the past few years.

Another important consideration is the daylighting of the long, narrow store. As the only sources of daylight in such a room are at the front and back, these sources of illumination have to be made the most of in order to keep down electric lighting expense. Prism glass over the front windows will be found a big help in directing daylight into the store. And at the back, the more window space there is, the better. As much of the light is shut off from back windows by neighboring buildings, prism glass should be used in these as well as in the front.

In laying out a store and selecting the fixtures too much stress cannot be put upon doing this right in the beginning. There are many things to be considered. Some of them are:

Convenience of customers.

Facilitating the work of salespeople.

Conservation of space.

Appearance is also important, but the foregoing are vital factors in the success of any store. And all three depend in a large measure upon the fixtures used. Good fixtures are just as necessary to a store as is good merchandise. Modern store fixtures are designed to make shopping more convenient for the customer; to save time and exertion for the salesman and to utilize every available inch of space.

Sometimes a merchant in fitting out his store will decide that he can't afford certain equipment although he knows he needs it. These merchants generally make a mistake that proves costly in the end. Good equipment quickly pays for itself and should be regarded as a dividend paying investment rather than as an expense. In the following will be described the arrangement and equipment of a long and unusually narrow store. It is that of Robertson's Ready-to-Wear Shop in Pontiac, Mich.

ROBERTSON'S READY TO WEAR SHOP

Outfitting stores of this size and nature are more apt to touch the problem of the average merchant because it is an average store as far as the store itself is concerned but the equipment within is way above the average.

This room is only 17 feet, 6 inches wide at its

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THE FRONT OF THE ROBERTSON READY-TO-WEAR STORE.

greatest width and is 125 feet deep. Looking over the floor plan you can easily see that every inch of available space has been utilized.

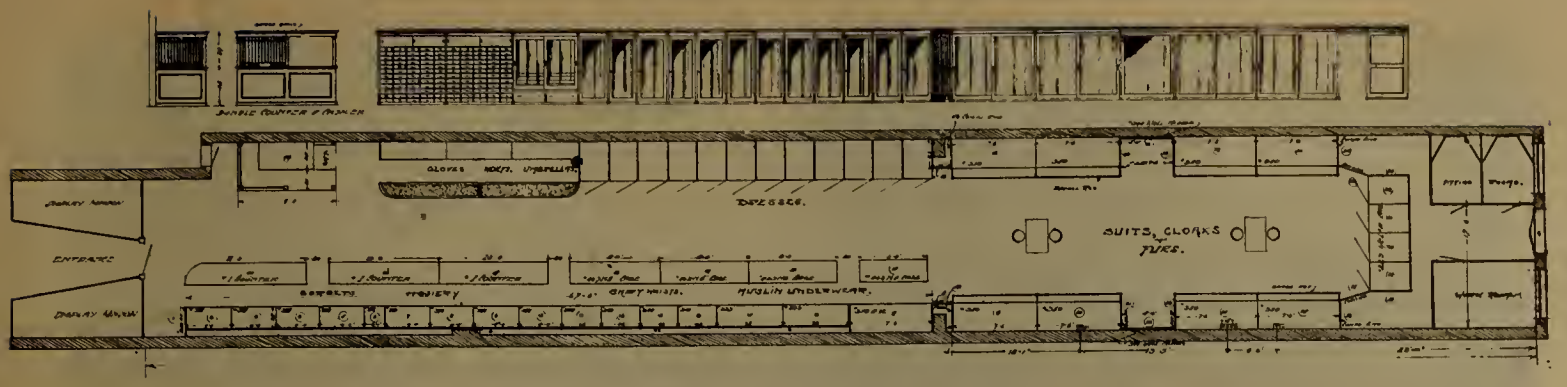
Beginning at the show window we will describe the store in detail. The width of the store at the point where the show windows are located is only 14 feet and the depth from front to back is 12 feet. The plates in the windows were joined at the corners with small copper moulding and above the transom bar was prism glass which was paneled along the wall and across the back glass panels were used so that passers-by could see from the street into the store itself and at the same time this idea affords much better light inside the store.

The vestibule floor was nicely tiled with "Robertsons" inlaid into the floor with different colored tile. A good idea of the vestibule and windows can be had from the photograph.

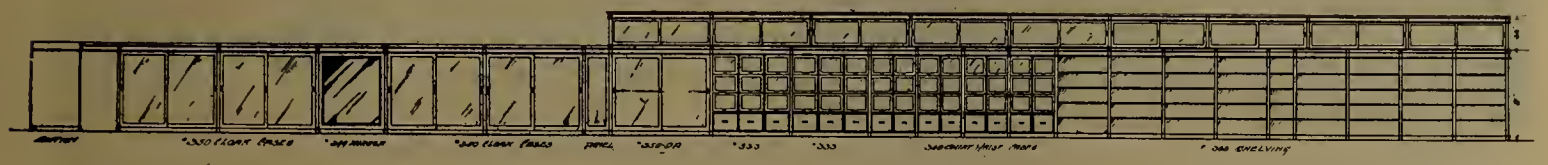
On the left as you enter the store is the cashier's office which occupies a space 9 feet long and 5½ feet wide. This was partially enclosed with brass grill work and the balance left open.



CLOAK AND SUIT DEPARTMENT.



FLOOR PLAN OF ROBERTSON'S STORE.



ELEVATION OF FIXTURES.

The fixtures for handling merchandise started 4 feet beyond the office and the first space was devoted to gloves, handkerchiefs and umbrellas and a space of 18 feet was given to it. There are 120 drawers each drawer having divisions arranged properly for the carrying of gloves and the divisions were removable so that handkerchiefs could be carried in as much or as little space as desired. Under the cornice and extending across the drawer cabinet is a display compartment 12 inches high the back of which is lined with mirrors and the front is fitted with frameless sliding plate glass doors and the entire length is electric lighted. Next to this are the umbrellas which are carried in a case with a step like arrangement inside and a pair of glass sliding doors keep them on display and out of the dust. The base has two large doors. The inside arrangement elevates the rows so that the handles all show to the best advantage. In front of this wall work is 18 feet of padded top glove counter with the top overhanging 6 inches at the front in order to make it convenient to sit at. Each end of this glove counter has an oval end which can be noted on the floor plan, and entrance to the working aisle is accessable at one end only. This department is shown in the photograph.

Next is a space of about 32 feet which is devoted to gowns and dresses and this section of the equipment was made up of twelve ladies ready-to-wear cabinets, each having a door that can be swung open and pushed back in out of the way, and a telescoping slide that can be drawn out of the cabinet when desired. Each cabinet holds about 30 garments and all the mechanism works on roller bearings, etc. All these cases have a French plate mirror in the doors.

Next is a general department for suits, cloaks and furs. The total space occupied by this is about 42 feet in length and the cases along the side wall were the type having the hang rod running lengthwise and a pair of side sliding glass doors rolling on a steel track and ball bearing rollers. An alcove effect 5 feet long with a large wall mirror is shown on the plan and one of these were placed on each side of the store directly across from each other. These cases have a heavy brass rod fastened along the cornice of the case, which is intended for use when taking garments out of the wall cases to examine. Across the rear are four more cabinets with disappearing doors and the telescoping slide. These cases are each fitted with the French plate mirrors in the doors and are of real use in this department as acting as doors for the cases.

This row of cabinets forms a partition across the rear of the room and on each end a cornice connection is made to the wall work in such a way as to form an archway leading to the work and fitting rooms in the rear of the store. A good general view of this section is shown in the photograph.

The fitting rooms will be noted in the rear and each is nicely paneled up and fitted with triplicate mirrors. Across from the fitting rooms is the work room and a space of about five feet was left between.

On the right wall as you enter there is about 34 feet of open shelving spaced for accommodating corsets, hoisery and knit underwear boxes and in front



GLOVE AND HANDKERCHIEF SECTION.



SHIRT WAIST DEPARTMENT.

of this is wood counter of very handsome design the one at the extreme front having an oval end.

Next come shirt waists and muslin underwear and this merchandise was given about 26 feet of space. This class of goods is carried in shelving intended to do away entirely with the use of boxes. It consists of dust proof compartments spaced correctly and covered with glass doors which lift up and disappear on the order of a sectional book-case door. When the door is receded, a tray is drawn out on roller bearings to a point where the goods are easily accessible. In front of this wall work are show cases of standard dimensions. These show cases have one piece plate glass fronts, tops and ends and the shelves are of plate glass sliding doors. The backs are fitted with mirrors and the entire row of cases are electric lighted.

On top of the wall work along the right wall is a row of display cases extending the entire length of the space, occupied by the hosiery, corsets, shirt waists and muslin underwear departments. This display case is 32 inches high and about 26 inches deep. It is capped with a very neat cornice moulding and fitted with clear glass sliding doors. The backs are fitted with mirrors and the entire row is electric lighted.

It is used to display trimmed busts, etc., and the photograph marked shirt waist department will give one a good idea how this modern equipment not only takes care of the stock but gets rid of unsightly boxes, at the same time keeping everything clean and on display.

All the wall work on this outfit is 81 inches high except where the top display cases are used and at this point the total height is 9 feet, 5 inches.

A modest colonial design cornice moulding is used throughout and the outfit is built of birch and given a mahogany finish which is rubbed to a dull satin surface.

The entire floor is carpeted with a handsome shade of green velvet and the ceiling is steel work, white enameled. They used two rows of electric lights spaced about every 12 feet down the aisle. The entire rear wall was knocked out and prism glass construction was used above the door way and extending to the ceiling so as to throw all the light possible into the store.



Plate No. 7467. Spring Display by D. W. Moyer for Chas. A. Stevens & Bros., Chicago.

This was a pleasing setting that accurately interpreted the spirit of springtime. Extending part of the length of the window along the back was a low double platform made of composition board and finished to represent marble. In the middle of the platform was placed a French window, which can be seen so clearly that no description is required. At either end of the platform was an ornamental pedestal surmounted by a jardiniere filled with spring flowers and foliage. The remaining details are self evident.



Plate No. 7468. A Chinese Setting by Harry Jones for Mandel Brothers, Chicago.

Here is a setting of strictly original design. Along the background were a number of large Chinese figures mounted upon highly ornamented bases, all being made of pottery. The figures were covered with flowers and foliage. At either end was the suggestion of a summer-house in a highly ornamental oriental style. These were covered with many flowers. A silk lantern was suspended from the ceiling. These windows attracted much notice.



Plate No. 7469. Spring Display by B. A. Smyser for Stone-Fisher Co. Tacoma, Wash.

This is one of a number of windows decorated in the same manner. In each the decorative feature was an architectural structure finished in rough stone effect. At either side of a set of three high columns was a low balustrade beneath which was a bench. Low tables of heavy construction were finished in the same manner. Flowers and foliage of several kinds were used. This made a handsome front.



Plate No. 7470. A Spring Display by W. H. Hinks for John W. Thomas & Co., Minneapolis, Minn.

Mr. Hinks has a style of decoration that is distinctly his own. While he never "repeats himself," his work has a distinction that makes it easily recognizable and there are certain characteristics that are in evidence in all of his settings. The one shown here is typical. The architectural structure was made of composition board and finished to suggest smooth stonework. The coloring was in soft tints which became lighter toward the top. In combination with this sturdy masonry a light and graceful lattice formed a pleasing contrast. Climbing roses were used to soften the effect. The millinery stands corresponded in finish with the masonry.



Plate No. 7471. A Spring Display by W. H. Hinks for John W. Thomas & Co., Minneapolis, Minn.

The setting for this display is one of unusual simplicity yet it was remarkably well adapted to the handsome merchandise shown. The framework was made of composition board and finished with a thin veneer that matches perfectly the tone of the permanent background. There were two tall columns with perfectly plain capitals, from each of which was suspended a Tiffany opalescent shaded lamp at the front and sides. The columns served as sides of a big frame for the painting. The painting was done in harmonious spring tones and represented a garden.



Plate No. 7472. A Spring Showing of Fabrics by W. H. Hinks for John W. Thomas & Co., Minneapolis, Minn.

Here is another of Mr. Hinks' admirable designs, which has been carried out in a style strongly suggestive of the Japanese. The pergola was finished in a soft marble effect, which was variously shaded and veined. Wisteria vines were draped about the framework and other flowers were arranged about the base and upon the table. The three figure drapes were handled in an unconventional manner, as were the two drapes over the table.



Plate No. 7473. An Unusual Display by Walter E. Zemitzsch for the Famous and Barr Co., St. Louis.

In this display were shown birds of paradise to the value of about four thousand dollars. At either end of the window a short balustrade surmounted by a Grecian urn was placed horizontally. Along the back were placed wire frames such as are used in gardens to support climbing roses and other flowers, and over these preserved foliage was arranged. The birds of paradise were perched upon the branches. In the foreground were shown a number of hats trimmed with the birds. This window received much notice.

The Principles of Men's Wear Display

By Harry C. Davis

This is seventeenth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

"Color"

YOU will find study of the laws of color harmony and color contrast very interesting; and *learning* them is something you cannot well afford to neglect. For to know and obey these laws as you arrange a display means to work out more pleasing effects than you can possibly get if you do not know and obey them.

Every article you put into a display contains color, and whatever the color, it will effect in some way the color in every other article placed near it. So unless every article is placed with due regard for the color it contains and with obedience to the laws of color harmony and color contrast the resulting effect will not be the desired one nor, in nine cases in ten, a pleasing one. Elsewhere I have tried in my poor way to make it plain that management or mismanagement of form and line have much to do with making an arrangement of things pleasing or displeasing. And I would have you keep this ever in mind, give these things the constant, close, careful attention they require and learn to manage them *wisely*. But you should give *color* equally close and careful attention at all times and learn to manage *it* too with all the wisdom study of the laws of color harmony and color contrast will enable you to acquire. For no matter how you twist, fold, drape, or arrange things, the effect will not please a sensitive, educated or refined eye if the color element of the display is not well taken care of.

To look at a display in which things are arranged tastefully, but in which the colors clash, has about the same effect on one's feelings as to hear a lot of discordant notes ring out and break the flow of harmony produced by a chorus of voices raised in song. If you were watching the execution of a drill by a company of singers; marking with keen delight the well-timed step and swing of the performing body and letting your feelings drift with the flow of harmony pouring into space, but all at once heard a S-C-R-E-A-M, would it not jar your feelings? Would it not spoil the effect, *destroy* the harmony of sound and movement which your eyes, ears, *feelings* were enjoying. Of course it would! And a misstep by one of the performers would have nearly the same effect. You've probably had such an experience and at the same time found your mind shaping some such exclamation as, "My kingdom for—for an over-ripe egg:" Well, suppose you could get hold of one—at whose pate would you hurl it? Would the director of the chorus or the performer guilty of the break be the favored (?) one? Certainly not the director; for as he has only limited control over the doings of the performers he cannot be blamed. But *you,* Mr. Trimmer are a director with *absolute* control over the actions of all the performers you employ in your every chorus (display). And if a bad break occurs you are responsible for it. You are the one at whom we must throw our eggs as well as boquets. So learn to be a good director. Learn and obey the laws of color harmony and color contrast. Make color the music of your displays; form and line the step, swing, movement.

To learn all there is to learn or all that is now known about color—how colors effect one another; how different kinds of light effect any single color and different combinations of colors; the differences between colors formed by mixing pigments or dyes and those formed by mixing rays of light, and many other things it will be necessary for you to devote many a long day to the study of color. To read the works of recognized authorities; to *learn* what you read and to experiment with colors and *prove* to your own eyes what you think you have learned by studying will *help* you to become a good colorist. You will notice I say only that these things will *help* you. You will have to depend upon your own judgment to do or not do the rest. Why? Well, why does one musician get a better, more pleasing sound effect than others who play on the same instrument, the same composition, by the same laws and rules? Find the answer to the latter and you will find that it will fit the former quite as well.

Laws and rules are stiff, mechanical things. They are mere tools with which you may accomplish much good or work many an injury. One man, by working close to the laws of color harmony and color contrast, will work wonders with colors. The efforts of another who works equally close to the same laws result in only commonplace color effects. One uses good judgment, uses and enforces a law to just the extent an occasion justifies; while another enforces



Plate No. 7474. Display of Haberdashery by Arthur Wm. Merry for Braman Clothing Co., Denver.

The form, the more prominent unit in this display, was posed against a background of plush draped from a T-stand to the floor, where it was puffed and carried across to the plateau, which it also covered. The plateau formed the groundwork of the other unit of three shirts, etc. Scarves matching in color the stripes of the shirts were carefully knotted on the collars on the shirts. Each unit was placed to make as forceful an appeal as possible to the public eye. The arrangement is easily understood. It is a cleverly handled window. Notice that there was a little vacant space between the two units. That this might not be wasted, Mr. Merry has placed a collar and some cravats upon a low stand near the back of the window. An unobtrusive card was used.

the law to its full extent and in a coarse, feelingless, mechanical manner whenever he finds occasion to enforce it at all. It is with such things in mind that I say, knowledge of the laws of color harmony and color contrast will render you the aid every trimmer needs; and that your own judgment must be depended on to do whatever remains, to make you a good colorist.

What follows here may be of some help to you and it may not. I know that learning these few things has been of great help and value to me; and I hope learning them will serve to start you in the right direction, if you need a start. Learning what follows will not make you a fine colorist, for it is only the first step, the primer of color study. But it is something you ought to know; and you will find it to be *law* even if written in simpler language than "high authorities" employ. So you need not be afraid of it.

CLASSES OF COLOR

The first thing we are taught is that there are three classes or kinds of colors. They are known as *primary* colors; *secondary* colors and *tertiary* or *gray* colors. In other words, *first* colors; *second* colors, and *third* colors.

The primary colors are RED, YELLOW, BLUE, and with these three primary colors it is supposed to be possible to make all other colors.

The *secondary* colors are made by mixing in pairs the *primaries*.. The secondaries are ORANGE (red with yellow), GREEN (yellow with blue), PURPLE (blue with red).

The *tertiary* colors are made by mixing two *secondary* colors. The *tertiaries* are RED-GRAY (orange with purple), YELLOW-GRAY (orange with green), BLUE-GRAY (purple with green).

Now we have practically all the colors—not all the tints, shades and hues, mind you, but the *colors*. So let us see how one color affects another when two are placed side by side. Each color is said to have a complementary color. And when you place two complementary colors side by side each makes the other appear brighter than it appears when alone or by the side of any other color. To find the complementary of any color you have but to think of the two colors which *together* contain the three primary colors in equal strength. And, by the way, this serves to show how necessary it is for you to learn which colors when mixed make another color.



Plate No. 7475. Suit Display by Marshall Field & Co., Chicago.

This picture shows an excellent example of artistic composition and balance in window designing. In the middle was a scene in delicate tones. At each side were hung embroidered silk portieres. An unusual feature in this design was the top of the background, which extended out horizontally some distance over the window. The body of this extension was made of cross pieces placed at intervals so the lights from above might shine through. Naturally such an extension could not reach out far enough to interfere with the lighting of the window.

Suppose, for example, you wish to bring out all the brilliancy of color in something *green*. What color will you place beside it? What is the complementary? *Red,* of course. Why? Because *green* contains *yellow* and *blue* and when you place it by the side of *red* you bring all three of the primaries together—one in its pure, original state, the other two mixed together.

COMPLEMENTARY COLORS

Some of the pairs of complementaries, then, are: Red and green (red alone; yellow and blue mixed together); yellow and purple (yellow alone; blue and red mixed together); blue and orange (blue alone; red and yellow mixed together). These are not all the pairs of complementaries, of course. There are many, many more pairs, which you will be able to find once you know the *principle* by which to work and find them. And to acquaint you with *principles* is all I intend to try to do. I could make a lot of charts showing pairs of complementary and harmonious colors which, if you followed them or learned them "by heart," would in time enable you to handle color in a "correct," yet mechanical and unsatisfactory way. As I said before, much depends upon your judgment; and I will add that upon the degree to which you develop your color sense will depend the *quality* of your judgment.

It is necessary for you to develop your color sense and make better and better the quality of your judgment for the reason that there are two or more *hues* of every color, and the ability to distinguish one from another is to be acquired not by studying *charts,* but by studying and working with *colors* and using as a guide the principles you've learned.

It is difficult for almost everyone to distinguish the different hues of colors as we find them in wearing apparel. But anyone, if he will experiment with colors, will find that while the different *tones* of a given color combine in harmony, the effect of placing side by side the different *hues* of a color is never pleasing to the eye. Perhaps I can make this a little plainer. In both pigments and dyes you will find reddish blues and greenish blues; reddish yellows and greenish yellows; yellowish reds and bluish reds, and so on, with all the other colors. We might say, then, the *hue* of a given color is to be distinguished by its tendency toward another color. And to carry the thing a little further let us say we are going to put in a "blue window." The effect will be best if the *hue* is the same in everything us use. We will select things in which there are both light and dark *tones* of *red-*



Plate No. 7476. A Special Interior Display by Boggs & Buhl, Pittsburgh.

This attractive interior exhibit was designed and installed by Messrs. C. D. Hulsizer and L. E. Weisgerber on the occasion of the 44th anniversary of this store. The bride in her wedding gown was shown in the large illuminated case and her outfit was shown in trunks of various kinds at either side. All of the trunks were adorned with bows of white ribbon somewhat after that manner of decorating done by humorously inclined wedding guests.

hued blue and we'll have harmony. But not so if we put in something blue in which the hue is green. And of course this holds good with all the other colors. This little illustration does not mean that you should always use one-color displays, however. It means only that this is the *right way to work with color* when you do use the one-color scheme.

ONE OR MIXED COLOR DISPLAYS.

As we have incidentally touched the point let me tell you how I think we can best dispose of the one-color and mixed-color display question. I have often heard men disagree when discussing the merits of one-color and mixed-color trims, and they have usually settled matters by agreeing that "it is merely a matter of taste," and that one is as good as the other. But *I* do not think it is a matter of taste. It is a matter of *preference*. One-color and mixed-color displays are in equally good taste and are equally effective when the right colors are used in the right way. And they are equally bad when not arranged with taste or with obedience to the laws of color harmony and color contrast. Perhaps the only way to please everyone is to use both schemes—"change off" from time to time. Now, back to color.

As yet no mention has been made of black and white. Scientists say they are not colors; that white light is composed of all the colors and that black is the absence of light, and consequently of color. But we see them in a different light; to us they are colors. Still, maybe we had better think of them not as colors, but as *black* and *white*. Neither of them is very pleasing to the eye when used alone. But they combine pleasingly with other colors and are useful in mixing colors, as we shall see.

White added to a full color produces a *tint* of that color, or a *light tone* of the same. Black added to a full color produces a *shade* of that color, or a *dark tone*. That is, this is the principle. Few modern artists use black to produce shades. They combine certain low toned colors to produce a nameless colorless color that *looks* black in a picture, and which they say has more "atmosphere" in it than black.

Black, when placed by the side of a light color, makes it look still lighter. White, when placed by the side of a dark color, makes it look still darker. The law of color contrast tells us this in these words: "When two dissimilar colors are placed in contiguity they are always modified in such a manner as to increase their dissimilarity." Think of this when working with not only black and white, but when working with *light* and *dark colors*.

Both black and white may be used to make single colors more pleasing and, also, to make pleasing some combinations of colors that are not harmonious. Black,



Plate No. 7477. Some Drapes by D. Byrd Coleman for Titche-Goettinger Co., Dallas, Tex.

In this window is shown an unusual background effect. The plain white Doric columns with the straight cornice and base. The large spaces were filled with wall paper of an almost imperceptible pattern. At intervals, as between the two posts and behind the doors, dark draperies were hung to give contrast.

for example, when placed by the side of red, orange or yellow, seems to lose some of its blackness and make those colors "better to look at." And when placed *between* red and orange, red and yellow, orange and yellow and other pairs of colors that do not combine pleasingly, black brings them into harmony, or at least produces an effect that is pleasing to the eye.

White, when used as a color, is, of course, the lightest of all colors, and when placed by the side of any other color it strengthens that color. White combined with red and blue, red and bluish-purple, green and blue, yellow and blue, and with some other pairs is more pleasing than black combined with the same pairs.

Gray, also, is a useful color and is better than black with the following: Orange and bluish-purple; green and bluish-purple; green and blue.

WARM AND COLD COLORS

In working with colors, the fact that there are *warm* and *cold colors* should be remembered. Such colors as red, orange and yellow are called warm colors. Blue, violet and blue-green are called cold colors. Of course these colors are in reality neither cold nor warm, but are so called because of the impressions they convey. And to manage them wisely it is necessary to keep in mind the law of contrast. For example, let us return to our blue window. Under certain conditions of *light* an all-blue window would please almost any eye. The *right* light conditions would be found in a very light window, say one with a south or an east exposure, in which there was plenty of *warm* light. In a dark window, or one with a north exposure, you would have both cold color and cold light and the effect would not be as pleasing. So, put plenty of *warm* colors in your dark windows, or those in which the light is *cold*. And in windows which the sun's rays reach in the least round-about way show the things that contain the *cold* colors, for in these windows the light will be warmest. Do you catch the drift? Do you see where the contrasts come in and how they help out?

RELATION OF COLORS

Another thing with which you should acquaint yourself is, how other colors than the complementaries affect one another. We learn that when any color is placed by the side of its complement, each makes the other appear more brilliant than it appears under other conditions. But how do two colors which together do not contain the three primaries in equal strength affect each other? Here are just a few pairs and effects to give you a start toward a book store. Red, when placed by the side of orange or yellow, looks purplish; orange, when placed by the side of green, looks redder; yellow, when placed by the side or red or orange, looks greenish; green, when placed by the side of orange or yellow, looks bluish; blue, when placed by the side of red or purple, looks greenish.

EXPERIMENT

If you will get a lot of sheets of tissue paper—many colors, the more the better—and experiment with them you can prove all this and a lot more. The French tissues are best. You can learn still more by reading good books and by studying color as it is to be found in Nature's own studio—the big, grand out-of-doors.

Department Store Card Writing

By G. Wallace Hess

This is the eighth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

Script Lettering

SO MANY alphabets have been shown in the columns of this paper in the years gone by that it is hard to show one that has not appeared at least once. It occurred to me that perhaps a good script alphabet might appeal to many readers, and the style known as Engravers' Script is here reproduced and some practical applications of how it is used will be shown next month. This alphabet is reproduced the exact size it was written.

Standard script varies but little the world over and it does not follow that a good script writer must be a good penman. The alphabet shown was written with a No. 604 Gillott pen. The ink used was black Chinese ink (stick form) rubbed up in water in a slate ink slab made for the purpose.

KEEP SLANT UNIFORM

The penholder used is always the kind known as the oblique penholder, and you don't want to become imbued with the idea that you have to pay fifty cents for a hand-made one of rosewood or mahogany. Ten cents is the limit, and don't get one where the brass clip that holds the pen is attached by a rivet to a brass plate set in the end of the holder. The clip which holds the pen should be in one piece and when the pen is inserted in the holder the point of pen should be on a line with the center of the holder.

First, I want to say that for really fine script Gillott's 170 pen is always used.

Second, that for all fine script ground India ink as referred to must always be used and invariably is ground fresh every day. A half hour of hard work is required to make a tablespoonful of ink.

Third, that where really accurate work, or work for reproduction is to be made, a good grade of wedding bristol must be used.

The three foregoing statements are made because I am sure that out of the vast army of readers of this paper there are many who may strive for a higher grade of script than is required on price tickets, cards or signs. To all who read with any degree of interest I desire to say that hours spent in carefully practicing the alphabet in *the exact size as shown* will enable you to master script for brush show-card work or sign painting quicker than you can by any other method.

Now for the beginner in card writing or the card writer who wants a little diversion, "eternal ink," prepared French India ink, thinned lampblack, thinned moist water color in tubes, or thinned letterine may be used. But with these you cannot expect to get the fine lines you get with ground India. I might also say that you do not want to get very fine lines in show card work, but the contrast must be there between the hair lines and heavy strokes nevertheless.

For practice paper, use foolscap, legal cap, good bond or ledger. Two things are now called to your attention.

First, Notice how two heavy strokes *never* cross each other—an essential feature in good script.

Second, Notice how *at the base line the pen is always raised.* You will notice a little break at the end of each down stroke. Two things are gained by this, the first of which is that the hand is rested and don't cramp; the second is that by so doing you can inject character into the script that cannot be produced unless you heel this advice.

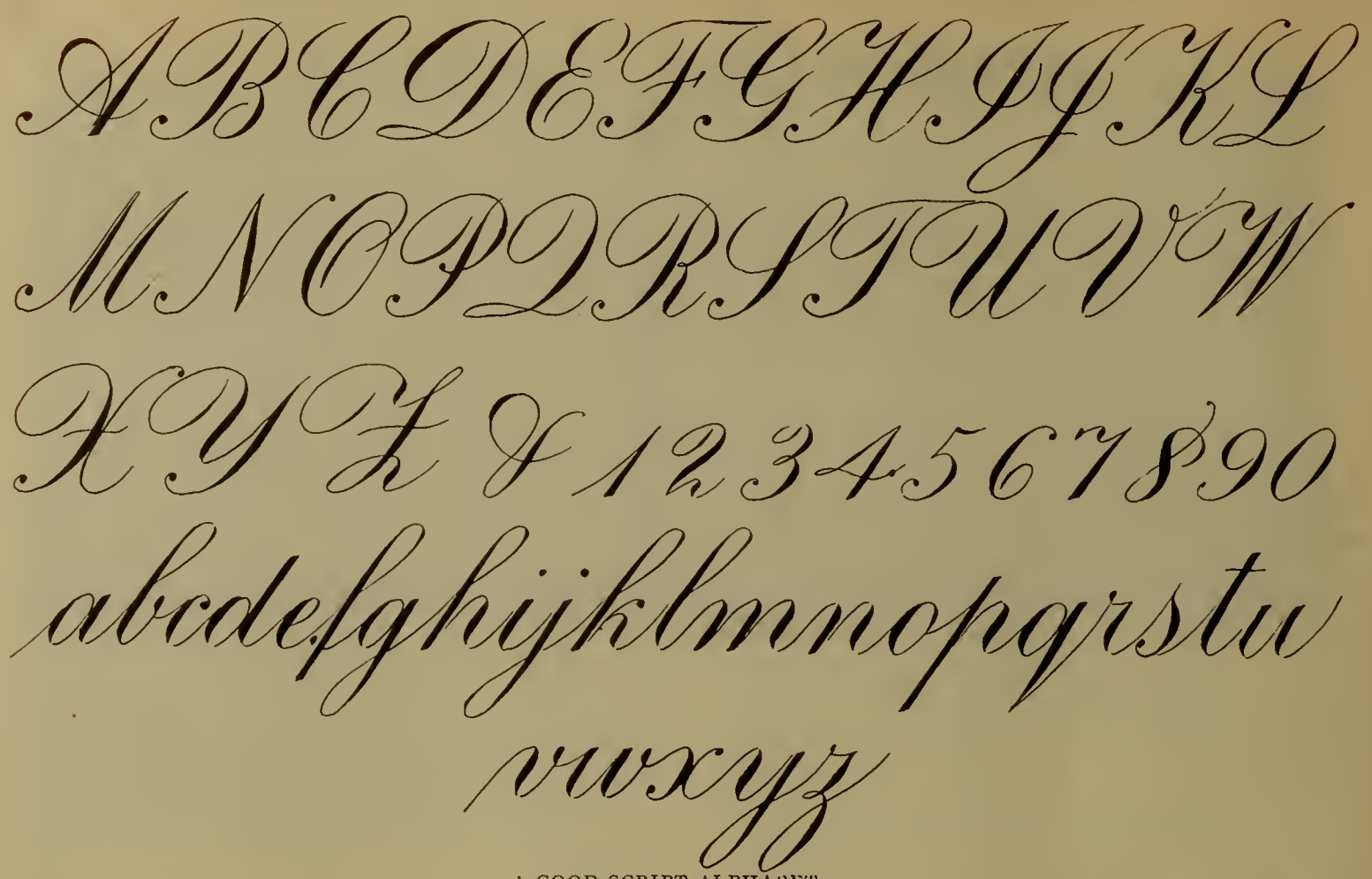
Suggestion is made to notice copper plate script or lithographer's script. You will find the same feature in both.

Rule guide lines for base and top of capitals and also for base, top of normal small letters and height of ascending small letters. Don't get running wild.

THE PENHOLDER

Hold a uniform slant and you might rule a few slanting guide lines to assist you in keeping the correct slant. Rule these with T-square, say half inch apart. Use a firm, though easy finger and wrist movement. As you gain confidence your lines will be firmer. Don't try to go too fast—and remember the heavy strokes don't cross each other. Little as there may seem in the foregoing, there is everything that can be said of a practical nature. Practice—careful and intelligent practice will do the rest.

I have commented in previous issues on how little there really is on the market for the especial use of the card writer, and right here I want to say that there are enough of you around the continent to raise a hue and cry large enough to make some one take notice.



A GOOD SCRIPT ALPHABET.

First let us take the cardboard question. You cannot make a high-class showcard on smooth, glossy coated board, especially with a brush. Now there is not a good moderately priced mat board surfaced 22x28 inch card on the market, and there should be. By demanding such a board continually some bright, enterprising paper maker may within the next decade put such a board on the market.

To the absence of such a board is due in a large measure much of the abominable airbrushing or aerographing one sees everywhere. It is not possible to do good airbrushing on coated board.

I am not a great airbrush worker, yet if I were running a store (and I am thankful I am not) I'd pay about $6 a week to some of the workers who put out some of the airbrush work I see on the streets of this city, and that would be good for about one week.

FOR BETTER AIR BRUSH WORK

It's time to sit up and do a little thinking on the airbrush proposition. It's time to quit making "snake" stencils of every conceivable design, and try to do some of the things in a way the brush was intended to be used.

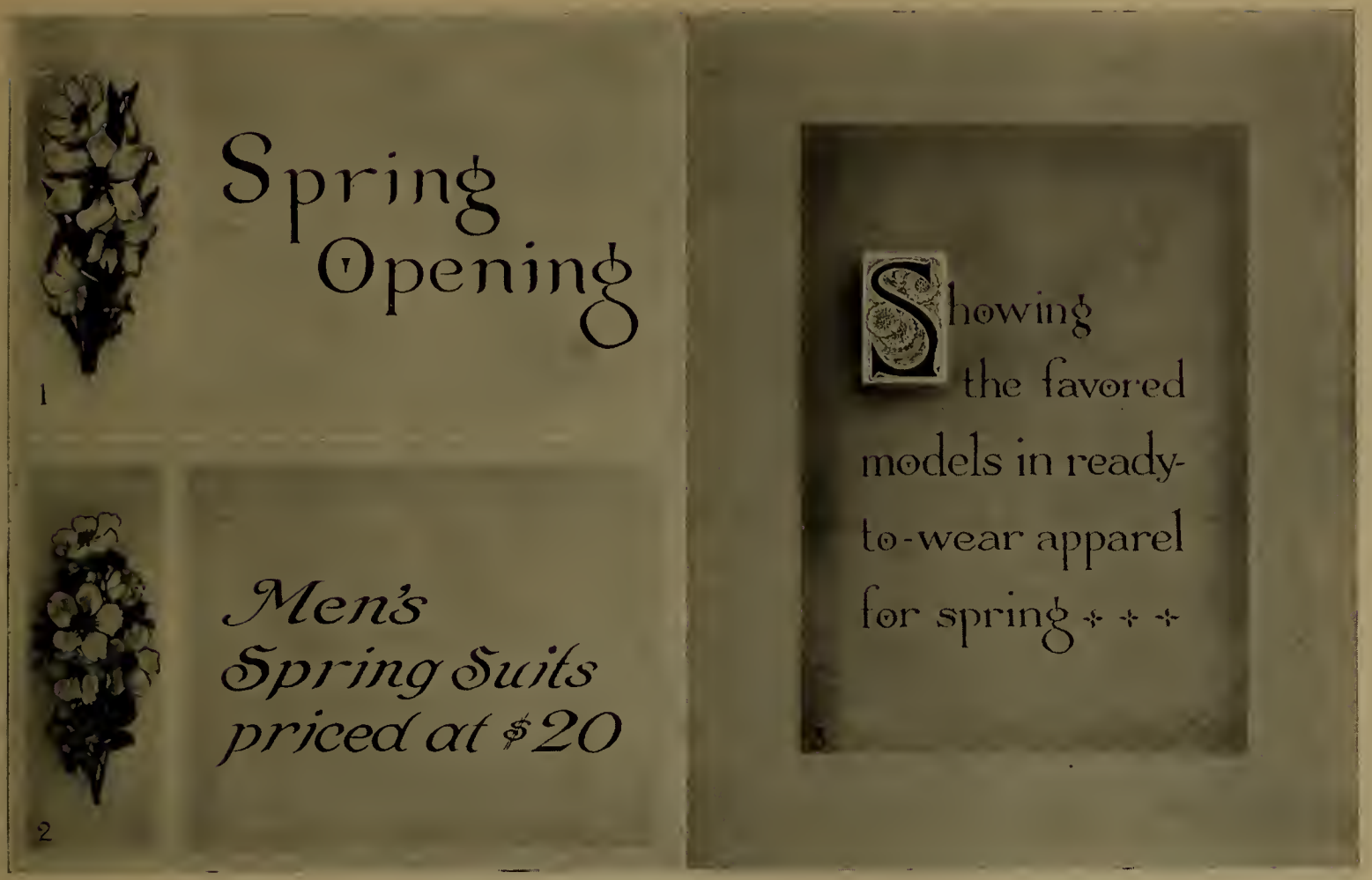
The sale of many an airbrush is killed because an intelligent business man has had his nerves shocked and shattered almost beyond repair by looking at some of these creations. Instead of killing the sale of a brush, it's the men who make some of these cards that should be killed. Little airbrush work as I do, I would not hesitate one moment about becoming an airbrush salesman if I cared to travel, and about the first place I'd solicit in any live town would be a live printer.

I understand pretty thoroughly all process work and printing of all kinds, lithographing, photogravuring, steel die work and engrossing, and I say in all honesty and sincerity that there ought to be an airbrush in every printing establishment of any pretensions in the land—and it will make money for its owner.

My conception of an airbrush card is a card done in such a manner that if I walked into the highest type of store in the land and asked for a position as card writer that the advertising manager would look twice at the airbrushed card instead of yelling murder, and I hold that I can make dainty little stunts (and I know you can, too) that the biggest crank of an advertising man in the land will say, "That *is* a dainty thing."

If you are dissatisfied with your airbrush work there is some hope for you, and if you never tried to do dainty work and want to see how delicate a tint can be laid with this tool, I am going to suggest that you get as dainty a postcard as you can get—one in several colors and gold on white board. Take a piece of cardboard the size of the postcard. Cut a rectangular opening in this cardboard so that you will have a three-eighths inch mat left. Weight this down over postcard. Lay a delicate tint of gray over the postcard—over the gold, red, blue or whatever color is on it—then note the effect.

You will understand, in this connection, the color



must be transparent. When I want real nifty tints I take my box of artists' water colors and wash up some dainty tints—and that from half pans which cost as high as forty cents, and I assure you that, used as they should be, they are not expensive.

If you have laid a delicate tint you will see that you have not "killed" the effect of the gold, let alone the colors. Now, then, let us apply this stunt to a few cards.

The five cards shown are all on mat board. Cards No. 1 and No. 2 are similar. They are eighth sheets. Rectangular openings are made in an eighth sheet so there is a three-eighths inch mat left. I prefer to letter the card first, especially if the Soennecken pen is to be used.

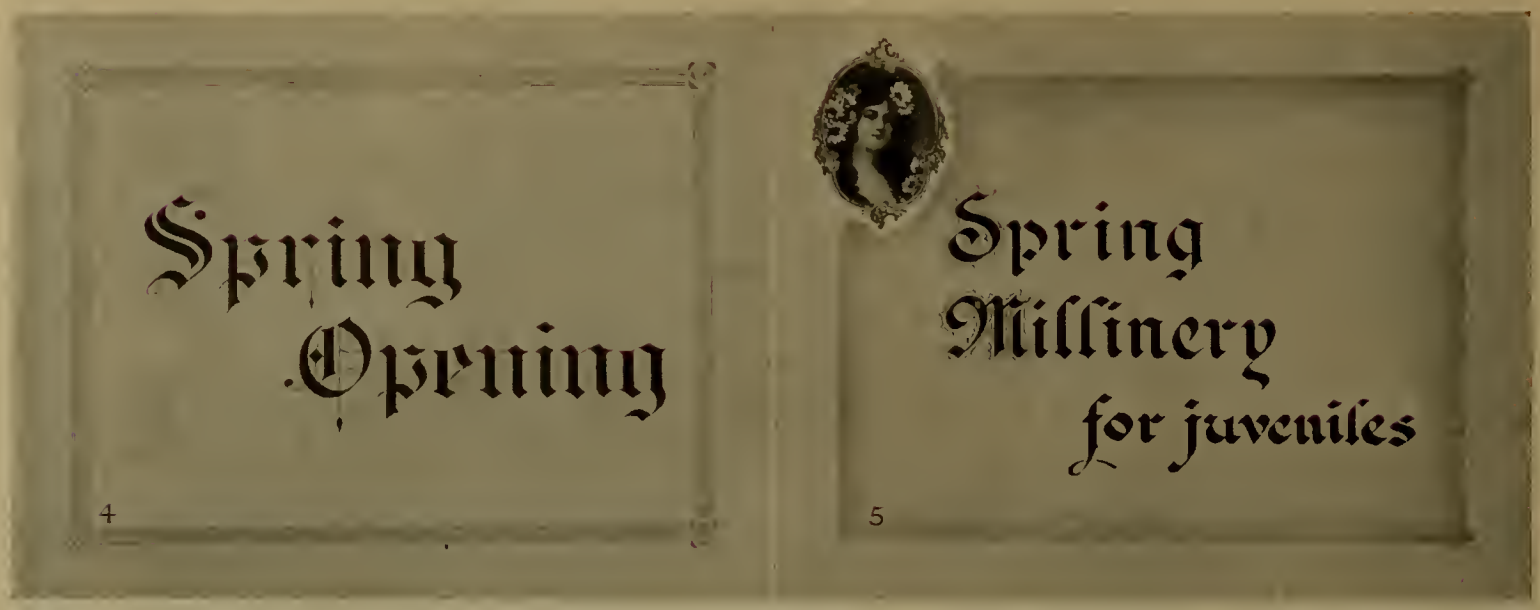
In card No. 1 a delicate green tint of water color was played over the lettering and in space at left. A very faint pink streak was run diagonally across the card twice about three inches apart. An embossed spray of apple blossoms was pinned down and a dark green played around its edge. The ornament was then removed and a duplicate of it pasted in its place.

Card No. 2 was treated the same way, only a lavender tint was used. A white or gold line could be ruled under the lettering on both, or with a ruling pen a straight border line of gold or white could be ruled around card one-eighth inch in from the edge of tint—that is, on the tint itself.

Card No. 3 is a quarter sheet standing. The same stunt has been worked here, only an initial letter was used. The card was first lettered. Then an opening was cut in a quarter sheet, leaving a two-inch mat. The tint was blown over. The initial was placed in position only with the letter against the board and weighted there. A little dark color blown around it. Initial was then picked up and pasted on, and a neat card is the result. Notice how the lines are "paged out" to fill except the first and last. This is a simple layout and a good one.

Card No. 4 shows an example of Old English lettering—the hardest letter there is. You will often see in advertisements a border effect on this order excepting that cubes or squares are used instead of rosettes. The lines are ruled with ruling pen. Lettering in black india waterproof ink. The shading is done with a wash of Payne's gray and lampblack (artists' colors). What is commonly called shading is in most cases really a misnomer. It must be remembered white contrasts with all colors. Black is naturally the harshest. That tint of gray relieves this.

Now, on all good lettering where the pen is used in connection with waterproof ink, and especially on good boards, other than coated, this method of shading is preferable. The tint is transparent and if a board is fairly soft it will dry in evenly. On hard boards a soft, clean blotter is used and after a few letters are shaded the blotter is placed over same and pressed lightly and evenly until all wash is absorbed on the blotter. Payne's gray is a bluish tint, so you must experiment in preparing it until you get what you want. It follows the more Payne's gray and the less black will make a bluish gray. Reverse and you will get the blackish gray. It follows that the lettering must be waterproof to stand this wash. In card No.



5 is shown a quick knock-out style of pen letter that may appeal to some. It is a quick air brush effect, with a medallion in the upper left corner.

The past month brought me many kind letters from many readers and many were the words of praise given this publication. I desire to take this opportunity to express my appreciation for these letters, for going back some years I can well remember how eagerly I used to look for the same information that many of you seek now in these columns.

Finally, to the young man who thinks or has thought of buying an air brush outfit, I would say that it is unquestionably the greatest tool there is to help the man out who is outside the big cities and all it takes to run one is a lot of patience, careful practice and the same good taste you would display in buying a cravat. Don't condemn the air brush because you see a frightful mass of color. That's the fault of the man behind the brush. You wouldn't condemn the automobile because there was a driver in it who didn't care how he ran it or who wouldn't feel his way first.

A reaction is bound to set in on the air brushing end of cardwork and I hope to see every owner of one resolving himself into a committee of one to raise the standard of the work this tool does. You can do it if you try and the best way is to begin now. If you cannot get a fair price for air brush work you do in the open market, it's better to tell your customer he cannot get air brushing done at such a figure.



Plate No. 7478. Spring Display by G. L. McClellan for F. Johnson Co., Holdrege, Neb.

This was one of a series of windows put in by Mr. McClellan last spring. The background was covered by a large scenic painting done in light spring colors. Along the lower part was painted a heavy balustrade. Snowballs were the principal decoration and these were supplemented by ferns and moss.

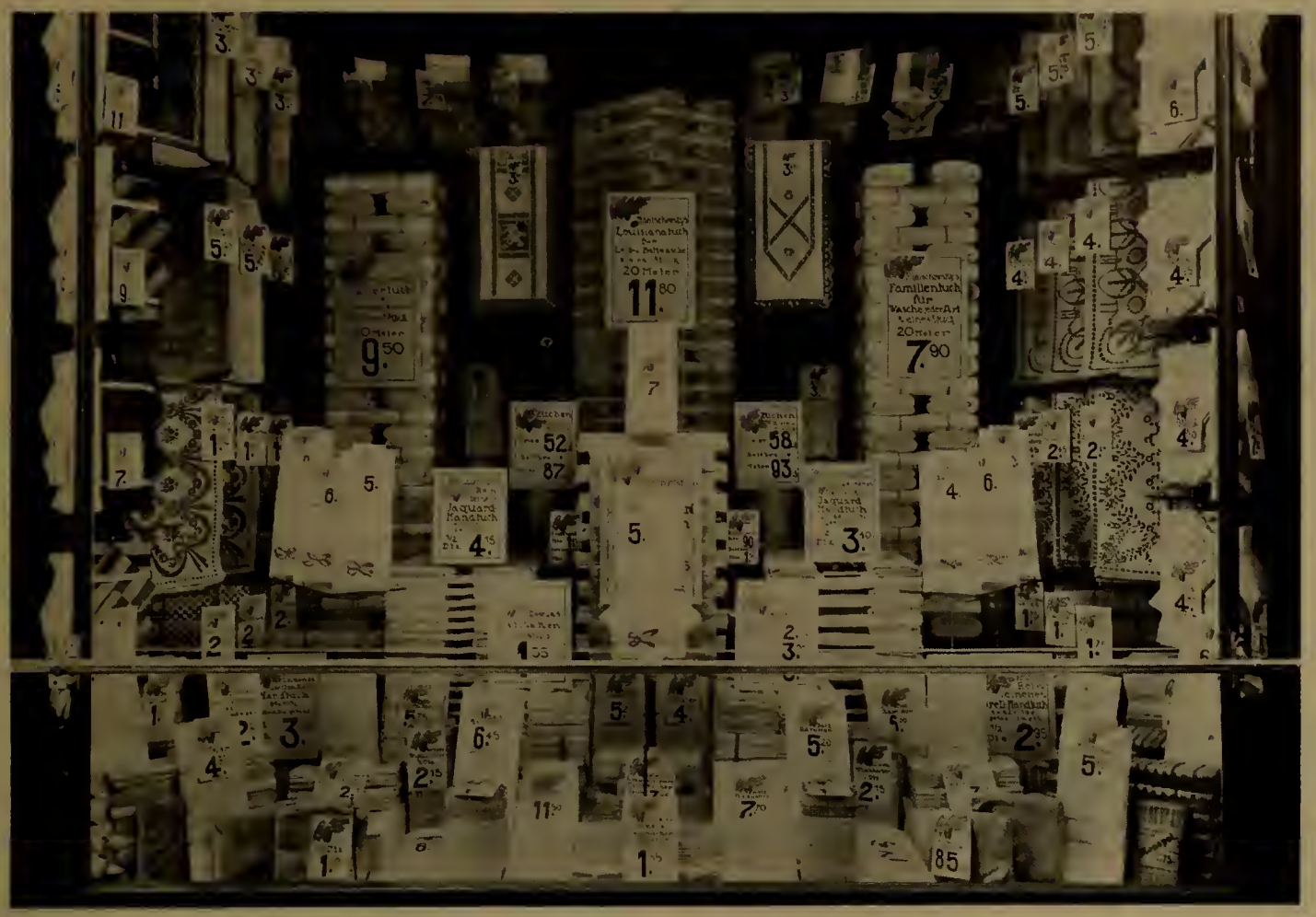


Plate No. 7479. A Stocky Display of Linens by Max Hopner for Ed. Bielschowsky, Jr., Breslau, Germany.

This display was put in upon the occasion of a sale and it was the intention of the decorator to give some idea as to the great variety of the stock and the lowness of the prices. Each piece or lot was priced with a ticket, at the top of which was a sprig of pine with a cone attached. No background is needed in a display of this sort.



Plate No. 7480. A Spring Display by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

The framework of the background was painted in oil in a greenish cream tint and the ornaments were painted a sage green color. Dark green velour and figured art tapestry were used for drapery. In the middle of the window was a large ornamental vase, on the rim of which sat several musical cupids in various positions. The vase was filled with flowers, and vines descended from it to the floor.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" Established 1893
"The Show Window" Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON - - President
G. H. LAMBERTON - - Sec'y and Mgr.
THOMAS A. BIRD - - Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

EASTERN OFFICE, 1229 Tribune Building, New York City

Telephone 4349 Beekman

WILLIAM H. ROSS, Eastern Manager.

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba - - - $2.00 a Year
All Other Countries - - - - - - - - - $3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

Direct all Letters and Make all Remittances Payable to the Order of THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.

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Official Organ of
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**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

February, 1914

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Don't Do It

DON'T DELAY planning your Easter displays. Start now and get your decorations all laid out on paper. Make small models or sketches and figure them out complete to the smallest detail. You will find that you can do this work much better if you will start early enough so that you have time to think over and experiment with some of the more important details. It is a good idea to get up a plan and then lay it aside and "let it get cold." Then take it out and you will see it in a new light. Probably you will find ways in which you can improve it.

DON'T wait until the last minute to order your decorating materials. Give the dealer plenty of time and make allowance for the fact mistakes sometimes happen with the most careful express companies—you may have to trace a shipment that was sent to Springfield, Mass., instead of Springfield, Mo. You can order early as well as late and thereby make sure that you will not be disappointed.

DON'T try to make decorative material of the egg or any of its variations. Many years ago some window trimmer got the idea in his noodle that a hen's egg was in some way symbolic of Easter and therefore should be used as an adornment for the Easter window. Since then the egg has been an accepted embellishment of the spring opening window among a certain class of decorators. If it is not worked into the background, it appears prominently on the show card. Eggs are all right in their place but they are no more decorative than potatoes, doughnuts or any other gastronomical subjects. Keep them out of the window unless they are for sale.

DON'T use religious subjects in your windows—they are in bad taste and many people are offended by their use. The representation of the interior of a church was once a favorite setting for an Easter display but it would not now be allowed in any of the high class city stores. The Cross also was a favorite emblem for Easter decoration but it has fallen into disuse by careful decorators for obvious reasons. It should be remembered that Easter itself has nothing to do with window display except that it fixes the date of the Spring Opening.

DON'T use canton flannel, stuffed rabbits with shoe button eyes in your opening windows. They also appear to be an accepted symbol of Easter that has been sadly overworked in the show window. There is no more reason why the rabbit should be used any more than the egg. It certainly has no very great decorative possibilities and its significance as a symbol is too far fetched to justify its use. We suppose that if mud turtles were in any way symbolic of Easter, they would be used as window embellishments.

DON'T put a big, gorgeously decorated show card in your Spring Opening display. The card should be rich but neutral and inconspicuous—preferably it should be worked out in line and color to

harmonize with the window setting. None of the high class stores use full sheets in their opening windows and very few use cards as large as half sheets. Most of them use a panel card of some sort. Bronzed plaster casts have recently been used with good effect in lieu of the show card in opening displays.

DON'T use amateurish scenic paintings for your spring background. Paintings have been growing in popularity as spring window backgrounds and they are highly effective for this purpose providing they are done well enough. Not that the scenic back must be a work or art. for that is unnecessary, but it should be fairly well drawn. Above all it should have atmosphere and perspective. Unless the decorator is quite certain as to the quality of his painting, he had better have it done by some one who knows how, or omit it. A conspicuously poor painting will ruin the effect of the handsomest setting.

DON'T use cold colors in your settings. If you are to have a stonework effect, avoid the cold grey stone color that one gets by mixing lampblack and white. Mix in some reds, yellows, purples with your brown and white, that will give warmth to the tone The same applies to frame work—soften your pure white into an ivory or pale tan and the effect will be much more satsifactory.

DON'T use a violent color scheme in your spring windows. Strong colors are not so good to use as pastel shades. The natural colors of spring are dainty shades that all harmonize together. If they were all mixed together they would make a tint something like a light melon color and this might be made the key to the color scheme. The reference to color does not apply so much to flowers as to other decorations. Artificial flowers are now so accurately colored that there is little chance of making a mistake with them.

February

IN THE OLD DAYS February was a great month for the decorator who missed no occasion to make a special spread. Although the shortest of the months February had more occasions for decorating than any other month. There is Lincoln's Birthday on the 12th, St. Valentine's Day on the 14th and Washington's Birthday on the 22nd, and all of these called for more or less decorating. During the past few years it appears that the big stores in the cities are paying less attention to special decoration for events such as those in February calendar. In the early part of the month, stores that carry them show valentines and favors for valentine parties, but there is no marked attempt to do anything great in the way of decoration. Of course book stores and others that specialize as to valentines are an exception to this rule.

On the occasion of Lincoln's Birthday a window may be devoted to a memorial display but it is usually a simple affair with a picture or bust of Lincoln, a flag or two and possibly a copy of the Gettysburg Address. In some instances a few relics from the Civil War may be introduced but that is rather unusual. The same applies to Washington's Birthday except that more flags are generally used.

Fake Advertiser's Convicted

WHAT IS SAID to be the first conviction under the Illinois fraudulent advertising act was obtained recently by Assistant State's Attorney J. K. Murphy in Judge Fake's branch of the Municipal Court of Chicago, Jan. 7.

Frank Nerad and Otto Nerad, his son, both were charged with selling goods as "bankrupt stock" which were not. Oscar M. Wolf, representing the defendants, contended that they had sold goods worth $2,000, of which $1,200 worth was bankrupt stock.

"If any portion of the goods sold actually is bankrupt stock, these men legally have a right to advertise their sale as a bankrupt sale," he said. "Such sales take place on State street every day."

"When men advertise a bankrupt sale everything sold in that sale must be a piece of bankrupt stock," declared Mr. Murphy. "These men buy a few fixtures at a bankruptcy sale, throw in a few hairpins and whatnots, and all of it doesn't cost them more than $25, and then they advertise a bankrupt sale, at which they sell $2,500 worth of goods that never caught a glimpse of a receiver."

The case will probably be tried again and there is considerable interest among merchants and ad-men as to whether or not this decision will stand.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

NOTES FROM NEW YORK

THE QUESTION OF LOCATION—LORD & TAYLOR'S OPENING DELAYED—WORK ON ALTMAN ANNEX PROGRESSING—NOTABLE RUG DISPLAY AT GIMBEL'S—OTHER NEWS OF INTEREST

F. F. Purdy

EVERY merchant has his problems to face, outside of the buying and selling of merchandise—the local situation, changes of trading base, affected by transportation terminals, erection of new public buildings, and the like, small compared with the gigantic problems of New York merchants, but alike in their kind. The "right side of the street" is one of them. Shall I stay where I am or pioneer the apparent trend further out is another. Many have stayed too long "down town." Some we know of have gone further out, to cope with a much larger fixed charge in a location where the trend did not continue after all. These questions are problems for merchant-statesmen.

Questions of location have held the center of the stage in New York for a year or two—and have stood out with a big query mark ever since the removal of Stern Brothers from 23d to 42d street. McCreery's was shortly consolidated with the 34th street store. Horner's (furniture) had previously left. Flint's (furniture) is shortly to go. LeBoutillier's went out of business several years ago, and Best & Co. moved up on Fifth avenue a long time since. All these houses were staunch old-time 23d street houses. This desertion of that thoroughfare brought up a more or less acute situation on lower Sixth avenue, as the trend became unmistakable. The Simpson-Crawford Co. is in difficulties, and Kesner's went under some time ago. There have been rumors of changes in arrangements of other department stores, not, however, because of any financial difficulties at all, but simply along lines of decreasing overhead charges. It would appear, however, that the strong houses now doing business on lower Sixth avenue would maintain themselves well and cater more than ever to the "bread and butter" trade.

With it all, people are asking the question, "Is the department store business in New York overdone?" The increase in population has been large. But in a comparatively few years we have had the invasion of Wanamaker and Gimbel. And the stores in neighborhoods like Brooklyn and Newark have shown a marked capacity to keep the crowds at home. Bamberger's immense new store in Newark was finished within the year and is doing a thriving business. The Brooklyn stores are doing well, with excellent and winning business policies and window decoration, and with the recent reorganization, the Matthews store in Brooklyn is doing a materially larger business.

Another factor must be borne in mind—the great expansion of the business of specialty houses in women's coats, waists and suits. These houses have grown in number, and they have added other departments for accessories. Fifth avenue, moreover, is lined with shops to catch the better class of trade in all kinds of merchandise.

With all these deterrent factors—further off trade well taken care of and increase of specialty houses—the great department stores have had to wrestle. And with it all, it may be said that the staunch houses are coming out of the conflict unscarred, with better systems, better merchandising ideals and better economies than ever. A few years ago the house of Wanamaker went through trying times, but now that great business is strongly established in a location all its own, with a tremendous and varied line of stocks that enables all possible needs to be satisfied and a trip to another shopping section unnecessary.

LORD & TAYLOR'S NEW STORE

The fine new ten-story Lord & Taylor building is due to be opened the latter part of January, but at this writing indications are that the opening may be delayed until fairly into February. The character of the building is indicated by the fact the fixtures and counters of the first and second floors will be of fine mahogany inlaid with ebony, while the fixtures and counters of the upper floors will be of walnut inlaid with ebony. Much of the speculation on the novel character of the show windows that has been going on for months is confirmed, and the operation of the windows fronting on Fifth avenue is thus: The window bottom of each window may be dropped down, past the basement, to the sub-basement, where it reaches a trolley track and may be run back and forth upon it, as convenience of the trimmers who are dressing the windows in the sub-basement—and in the daytime—may dictate. But what of the floor of the window? Will outsiders be looking down into a well? By no means. We have seen that the window bottom has gone down to the sub-basement, so that the display to be drawn up at night may be arranged upon it. In the basement, above the sub-basement, there is another series of window bottoms, moving on tracks, and after one on the street floor has been sent down below, one on the basement floor will be immediately hoisted up into place. The arrangement is practical and sensible and will do away entirely with decorating windows at night (on the Fifth avenue front) and admit of the decorators taking their time down stairs to get the best possible effects. Owen Rossiter, who for a year or two has had charge of the Lord & Taylor windows, will devote his personal attention mainly to the drapes, dress goods, women's gowns, waists, accessories, etc., and to the interiors of the three lower floors, with necessary assistance. J. J. Hanni-



Plate No. 7481. Display of Lace Curtains by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

The background was of dark green velour and the floor was covered with the same material. In the rear corner at the right was placed a framework design covered with extremely pale pinkish onyx paper. On this were arranged flowers and foliage. At the left was a pedestal that supported a jardiniere filled with wisteria flowers and foliage. The curtains were shown in a variety of ways.

gan, who joined the Lord & Taylor force a couple of months ago, will look out specially for the men's furnishing windows, on 38th street, adjoining the department, the shoes, and other merchandise, and the interior of the upper floors. There will be show windows fronting the balcony, above the main windows, which will be clearly visible from across the street, and from passing automobiles and stages—a new idea on Fifth avenue, and one which was very well worth adopting, considering the constant procession of carriages and automobiles up and down the avenue. Probably once a week will be enough of a change for these balcony windows, while the main windows below will be changed three times a week. The backgrounds and bottoms of Fifth avenue main floor windows will be velour; of others Circassian walnut; another white and gray. This latter window will be a dream, having inlays of real wedgewood panels or medallions in the familiar white and reseda green combinations of wedgewood, which will harmonize exquisitely with the color scheme. The setting of this window includes a column at each side joined by a wire connecting capital, and the wedgewood decoration applied to its base. The fixtures of all the windows are of copper bronze, with antique finish.

An auditorium will be a feature of the Lord & Taylor store, on the seventh floor, executed in the style of the Italian Renaissance. There will be a stage in the special order department on the fourth floor, where it is understood that models will be continuously promenading more or less the year round, as in Paris dressmaking salons, with special features of course at the beginning of the seasons. There will be finely fitted up with three large lunch rooms largest passenger elevators in New York City, capable of carrying up 5,000 passengers an hour. The roof will be finly fitted up with three large lunch rooms for employees, gymnasium, men's smoking room, etc.

The next big opening will be of the great Altman annex, the steel beams of which are beginning to tower over the original building. It will hardly be ready, however, until well into the summer. Samuel Ellis, Mr. Frankenthal's chief assistant, has been detailed to look after a multitude of the details of the interior fitments and is going around now constantly armed with blue prints. Mr. Frankenthal is putting out some check drapes of the new stuffs for spring and summer and immediate sale for use for gowns of travelers in Florida, including printed crepe, Roman striped taffetas, crinkled crepe and Canton crepe. One drape was of a lace bolero, Roman stripe sash, reseda green crepe zone to tropic of Capricorn, so to speak, and pink crepe down to Arctic circle, or say, about the knee, with white below—a daring conception but right in line with the dazzling Parisian ideas of dress of the higher criticism. A silk salesman showing some goods remarked to the writer, pointing at the retreating figure of Mr. Frankenthal, "He's the biggest man in the business," thus showing that the "Little giant of Altman's" is an exception to the old maxim of a prophet being not without honor save in his own country.

A bunch of the decorative staff from Filene's, Boston, was in New York for a few days recently absorbing new ideas and looking up their old friends, espe-



Plates Nos. 7482-4. Three of a Series of Displays by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

All of the windows of Mr. Pierce were treated in the manner shown here on the occasion of the spring opening last year. The setting is simple but unusually effective. The main decorative feature in all of the windows was a three-panel screen, each panel containing a different landscape. Rose vines fell from a corner of the screen to the floor. The remaining details can be made out in the pictures.





cially at Wanamaker's, whence a number of them were taken a year or so ago to recruit the Filene force. And speaking of Filene's. A recent daily newspaper ad announced the fact that all the buyers of the Filene basement department were to be in session a certain day, ready to look at special offerings. Some time ago Macy and Abraham and Straus publicly announced the opening of their new buying office. Early in January Wanamaker, in connection with the announcements of the greatest clothing sale in the history of the house, shot a word to manufacturers, stating that they were in the market for special goods of value. Thus the buyers are getting after the sellers, and gaining publicity for their overstocks and unusual offerings more and more.

One of the results possibly of the Siegel embarrassment is the severing by Charles Brandt of his long-time connection as decorator for the Fourteenth street store. He has done valuable work there and is succeeded there by Mr. Werthman, former decorator for Rothenberg & Co. and lately Mr. Brandt's assistant.

Another change of a much longer association is the resignation of Peter Deverick, late decorator for Hahne & Co. of Newark, who "brought up" some of the best decorators in New York. He has been succeeded at Hahne's by Frank Hannon, late his assistant, and formerly in charge of the windows of the O'Neill-Adams Co. Mr. Hill, formerly manager of Claflin stores at Louisville, Ky., Reading, Pa., and other places, and a most enterprising and dominant merchandiser, took charge of Hahne's some months ago. Mr. Deverick has been at Hahne's not so far from a quarter of a century. Long enough to have some ideas of his own, and this was evidently an unavoidable parting of the ways.

An oriental rug window at Gimbel's in mid-January attracted more attention than any window of the kind, doubtless, that has ever been put in in New York. It was at the corner of Sixth avenue and Thirty-third street. In the background was a painting of an oriental scene, including mosque, etc., while immediately in front, and really a part of the scene, blending into the scenery, was a replica of a mosque, built in. Out of the wide entrance a camel was coming,



Plate No. 7485-6. Spring Opening Display by Monroe S. Snyder for M. Goldenberg, Washington, D. C.

Here are shown two views of Mr. Snyder's decoration for the millinery opening last spring. The larger picture shows the details and the smaller one will give some idea as to the whole effect. The background was of French grey and buff. In the square openings were green velour curtains hung plainly. Pink almond blossoms and green maidenhair ferns were the flowers used. The window cards were carried out to harmonize in shape and color with the background. This display was put in during Inauguration week.



with an Arab seated thereon, carrying oriental rugs. In the front of the window were oriental rugs, and diminutive Arabs, the same size as he on the camel, were walking about, one or two kneeling on a prayer rug, one on a horse and others on camels, and all of them devoting more or less attention to oriental rugs. The "atmosphere" was there all right, and the novel scene attracted more attention than any window in the store. For a novelty this was a great improvement upon the staid and stolid oriental rug windows that we are familiar with. There has heretofore seemed to be nothing for it but to hang the rugs in the window, or put them over chairs or on the floor. This window was full of real human interest. And the New York windows are coming for a great deal more attention than formerly from the heads of the houses. As one of the heads of a leading department store recently instructed his decorator, "Do not let money stand in the way of an improvement in the windows. We will spend any reasonable amount for a real improvement." It is understood that Harry Bird brought back many novelties of various kinds from Europe, for use in the Wanamaker windows, on his return from his recent trip.

Ray Pierce, assistant to Mr. Tischman, decorator for James McCreery & Co., has returned from a western trip. Mr. Pierce visited Grand Rapids, where he no doubt put some additional metropolitan ginger into the windows of a Claflin store there. He stopped off at Detroit, Chicago and Buffalo on his return. This is another indication of how the Claflin houses are co-operating in the advancement of their standard of window decoration. Many of the decorators from outside Claflin stores have been to New York at one time or another to renew their supply of inspiration.

Arthur J. Scott, decorator for The Hilton Com-

pany, clothiers, has been busily engaged in arranging for the opening of the company's new Chicago store and putting in some fine opening windows. A new Hilton store has also been recently opened at Pittsburgh. There will be good trimmers at both stores, and although Mr. Scott will exercise general supervision over all the Hilton windows in various cities, it is understood that he will not be obliged to go West as often as to the eastern stores.

The occasional thefts of jewelry and hand bags from display fixtures on the counters have been done away with by a fixture which is the recent invention of Mr. Schmehl, decorator for the Greenhut-Siegel-Cooper Co. This fixture received its first test during the past holiday season in the company's store here. A sliding bar, with stops placed at suitable points, permits the fixture to be opened at either end, just enough to permit the clerk to easily remove the article displayed, and but one end of the fixture is opened at any time. A person must use two hands to slide the bar, which, of course, would be very conspicuous when performed by any one other than a salesperson. Although the fixture is very simple in operation, it appears complicated, and no one not knowing how would attempt to touch it. This invention is the latest which ingenious decorators have added to the important devices which are now being used with good effect in the business. Mr. Schmehl is constantly devising new ways and means, with an exceptionally alert mind, and besides having charge of the windows, is head of the store maintenance department as well.

The committee on future co-operation of trimmers in the Metropolitan district, including Messrs. Frankenthal, Wendel, Allert and Koerber, held a meeting the latter part of January, at which plans were discussed along this line. If there is any way in which the interests of the decorators as a whole can be forwarded by mutual co-operation, this committee may be depended upon to ascertain and suggest it.



Plate No. 7488. A Haberdashery Display by Arthur Wm. Merry for the Braman Clothing Co., Denver.

The form displaying a shirt, cravat, collar and fancy vest, was placed on a plateau covered with plush, which was also puffed on the floor to hide the bases of several fixtures. The hosiery matches the shirt posed on the form. Care was exercised in knotting the cravats on the collars. The shirts were of pastel shades of madras with which the cravats harmonized perfectly. The rich linden green plush made an excellent combination of color.



Plate No. 7487. Hardware Display by H. W. Goeller, Columbus, O.

The background, floor and pedestals in this window were all covered with red crepe paper which made an excellent setting for the tools, of which a general line were displayed.

Order Your Goods Early

EVERY SEASON manufacturers of artificial flowers and dealers in other lines report that they have had to refuse orders received at the last minute because the unusual rush of the busy season makes it impossible to fill the belated orders on time. Naturally this places the decorators who cannot get their goods in a critical position, for it means that they will have to get along with some makeshift. However, they have only themselves to blame unless the delay has been caused by the Boss.

There is no good reason why every decorator should not have all of his materials on hand in ample time and thereby insure himself and his employer against possible disappointment. For example, the decorator should have his Easter windows pretty well planned out within the next two or three weeks and as soon as the plans have been completed the flowers and other decorative materials should be ordered as soon as possible.

This will give the dealer plenty of time to make up the order and ship it. The decorator who waits until the last minute is taking many unnecessary chances that may result in the partial failure of his opening displays. Order your goods early.



Plate No. 7489. Display of Groceries, Etc., by E. M. McCartney for G. H. Schmidt & Co., Pittsburgh, Pa.

In the average fancy grocery and liquor store, the idea of a window display seems to be to fill the space as full as possible with everything in the store. This picture shows that a store of this kind can make an exceedingly attractive showing if the decorator understands his business. The goods are shown artistically.



Plate No. 7490. An Interior Decoration by Monroe S. Snyder for M. Goldenberg, Washington, D. C.

This picture shows how an interior may be made attractive. This grill was designed by Mr. Snyder and made in his workroom. Along the lower edge at short intervals were 4 c. p. frosted electric lamps. There were 450 of these lamps on the floor shown in the picture. The grill work was softened by trimming it with large preserved ferns. The ferns were in green, yellow, orange and red.

FIXTURE MAKERS MEET

THE THIRD ANNUAL MEETING OF THE NATIONAL ASSOCIATION WAS HELD AT THE HOTEL LA SALLE IN CHICAGO AND WAS A BIG SUCCESS—LARGE ATTENDANCE AND GOOD PROGRAM

THE third annual meeting of the National Commercial Fixture Manufacturers' Association was held at the Hotel La Salle in Chicago, January 13, 14 and 15. Considering that this association is only three years old the attendance at the Chicago meeting was remarkable. Practically all of the leading makers of commercial fixtures from all over the country were present and the enthusiasm was in proportion to the attendance.

The general purpose of this association is for the betterment of trade conditions through an educational campaign upon broad lines. This will cover an exchange of information regarding correspondence, cost methods, buying economy, trade promotion, etc. During the past year much has been done along these lines and what has already been accomplished made it possible to adopt a number of plans at the Chicago convention which promise to aid materially in reducing ing the cost of factory made fixtures to the consumer. This is in line with the policy of the association to bring to bear every possible influence that may help to offset the great increase in the cost of production caused by the higher price of material and the steadily advancing cost of labor.

A practical step toward reducing the cost to the consumer that will form the basis of a vigorous campaign will be work along transportation lines in which there seems to be a good opportunity for a substantial saving. The manner in which lumber is graded offers another chance for improvement. Resolutions of protest were adopted against the change in rules for grading lumber and this phase of the fixture business will receive considerable attention in the future.

A number of plans were also considered which will tend, through better co-operation, to aid the manufacturers in giving their customers better service. There are several ways in which it is believed that this may accomplished, and it is in line with the fixed policy of the organization, on any action, to consider not only the best interests of the makers, but of the consumers as well.

The general business in the commercial fixture line has been unusually heavy during the past few months. All of the factories report a great amount of work ahead and it is going to be necessary for the manufacturers to have considerably longer time to turn out work during the coming year. The fact that the manufacturers have booked such a large number of orders to be filled during the next few months indicates that business in this line will be better in 1914 than ever before. The advance orders are greater than they ever have been before at this time of the year, and they appear to evidence an optimistic feeling as to general business prospects for the coming year.



J. H. SERVATIUS, TREASURER.



CHAS. F. KADE, PRESIDENT.



C F E LUCE SECRETARY.

During 1913, the organization doubled its membership which now covers the entire country from coast to coast, and reaches into Canada. It comprises representative manufaturers in all lines of furniture and fixtures for use in stores, banks, offices and public buildings.

A banquet was given by the association on Wednesday evening to its members and also to the members of the American Refrigerator Manufacturers' Association, and a large number of guests. Mr. H. A. Wheeler, president of the Chamber of Commerce of the United States, was the principal speaker. Mr. Wheeler made a strong address on "The Needs and Functions of Associated Endeavor." Mr. Robert W. Irwin of the Royal Furniture Co., of Grand



BANQUET OF NATIONAL COMMERCIAL FIXTURE MANUFACTURERS' ASSOCIATION, HOTEL LA SALLE.

Rapids, Mich., spoke upon "Better Co-operation in Association Work," and Mr. F. A. Wurzbach, president of the Bronx National Bank of New York, spoke upon the subject, "Watch Your Steps and Observe." Mr. R. J. W. Barker of Jones Bros. & Co., Toronto, Canada, filled the post of toastmaster and delivered an address on "Reciprocity."

In the election of officers both President Kade and Secretary Luce had their services during the past year endorsed in a practical way by being chosen to succeed themselves. The complete list of officers for 1914 is as follows:

President, Chas. F. Kade, Plymouth, Wis.
Vice President, H. J. Hunt, Detroit, Mich.
Treasurer, J. H. Servatius, Chicago.
Secretary, C. F. E. Luce, Grand Rapids, Mich.

The directors are: Sol. Himmel, Baltimore, Md.; J. Lehnbeuter, St. Louis, Mo.; J. H. Dimon, Columbus, Ga.; A. Moorman, St. Paul, Minn.; Herman Blitz, Chicago, Ill.; G. W. Johnson, Moline, Ill.; Tom Thoits, Grand Rapids, Mich.

In every way the Chicago meeting was a satisfactory one and through its influence and the greatly increased membership, an even greater advance is anticipated for 1914. A feeling of healthy optimism was freely expressed upon all sides. It is believed that the slogan, "National Commercial Fixture Manufacturers' Association Guarantee a Square Deal," will in the near future lead to a material benefit to both the maker and user of fixtures.



Plate No. 7491. An Interior Decoration by Fred Edward for Price & Bullerd, Invercargill, New Zealand.

Here is shown an attractive scheme of interior decorating for an opening. The treatment shown in the foreground is simply repeated wherever it is required. The frames were made of stout pieces of light lumber and the lattice work was of thin strips. It was painted white and covered with a profusion of flowers of various kinds. Ribbons were draped from the ceiling. The advantage of a treatment like this is that the work appears equally attractive regardless of the point from which it is viewed.



Figure No. 1



Figure No. 2



Figure No. 3

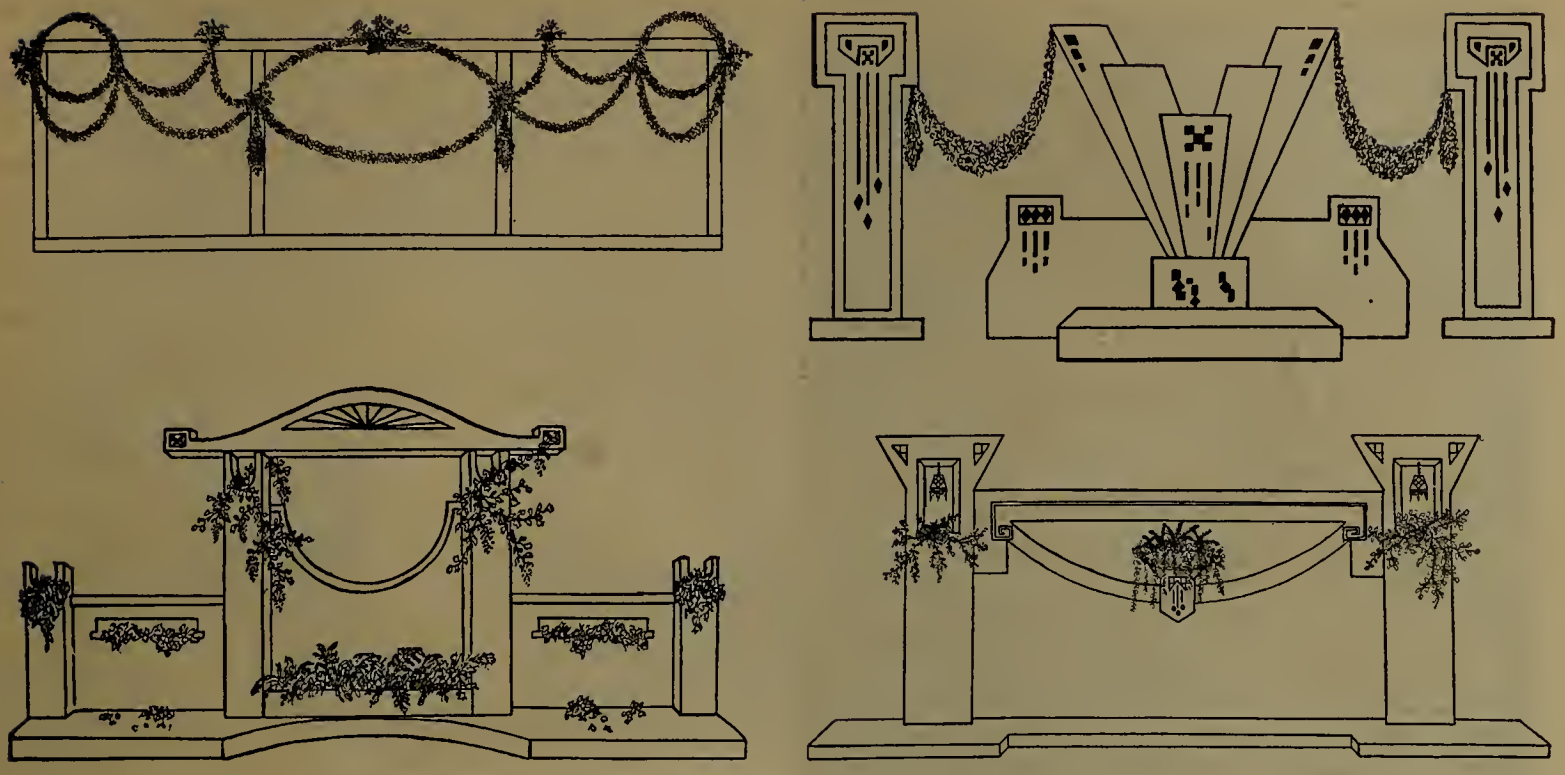


Figure No. 4

EXAMPLES OF MEN'S WEAR GROUPING BY J. FRED HOWE.

Some Men's Wear Groups

HERE are shown a few little groups of men's wear arranged by J. Fred Howe, window dresser for the Perkins-Shearer Co. of Colorado Springs, Colo. These displays were not made in a window but in Mr. Howe's workroom, which accounts for the lack of background. Figure No. 1 illustrates a catchy arrangement of three coats of the same model. The suits were dark grey and the hats light grey. Purple velour was used to cover the pedestals. It is the theory of Mr. Howe that the three suits in a row, all identical in pattern and style, make a far stronger impression than would be made by a single suit or by three different suits. Figure No. 2 shows a group of shirts with collars and ties attached. The shirts were all brown striped and the cravats were in shades of purple. Purple velour was used to cover the pedestals. One shirt was shown on a form and the others were arranged over square top stands. Figure No. 3 shows an unusual arrangement of hats. In the picture the fixtures appear much more conspicuous than they did in the display. This is due to their peculiar color tone that made them photograph more strongly than the hats. These pedestals were made by Mr. Howe from unstained Oregon fir. A fancy steamer rug was used to cover the floor. Figure No. 4 shows two little groups that need no description.



A BUNCH OF BACKGROUND SKETCHES BY T. G. DUEY, SPRINGFIELD, ILL.

Composition Board and Its Uses

HERE are four little sketches drawn by T. G. Duey, window dresser for Macpherson & Edwards of Springfield, Ill., that may furnish an idea for a spring background. Any of these could be worked out at comparatively small expense and none of the designs will be found difficult to reproduce. It will be noted that three of these designs call for the use of more or less framework and this can be made of composition board and finished in a variety of ways according to the preference of the decorator.

Composition board is one of the greatest helps to the decorator that has ever been produced. Its uses are so many and so varied that every window dresser should keep on hand a supply. Composition board costs about five cents per square foot and considering the time it saves, it is cheap at that price. Formerly it was the custom for the trimmer to make use of old packing cases or any other scrap lumber that might be available. Such material cost nothing but in the end it proved expensive on account of the time it took to match up the different thicknesses and get the work ready for the finish. In most cases where scrap lumber was used, the decorator had to cover it with some sort of material to make it presentable. This is not the case with composition board.

Composition board comes in large sheets of even thickness and can easily be sawed into any desired shape. It will not split, warp or twist and it can be finished with almost any kind of paint. Considering the time it saves the trimmer it is well worth what it costs. It also has the merit of being usable over and over again especially when large pieces are used. Altogether, composition board is practically indispensable in modern window dressing.

Wanamaker's Advertising

FOR MANY YEARS the advertising of the Wanamaker stores has been considered a model of retail publicity and has been copied far and wide. Nevertheless some strange, not to say freakish, ideas are incorporated in the Wanamaker advertising with more or less regularity. For example—for several months the ads appearing in the *New York Herald* are headed with a caption in French. Here are some of them—"OFFRES MERVEILLEUSES," "VENTE de BLANC," "EN VENTE ICI," "CE QU'ON DOIT SAVOIR," "CHOISISSEZ MAINTENANT" and so on. In our opinion this is the quintessence of poppycock. In the first place it is safe to say that not one person out of a thousand who reads the *Herald* has any idea what these headings mean. And in the second place the occasional person who does read French is likely to be equally familiar with English. If these advertisements are addressed to those who are familiar with French, why not make them French throughout? On the other hand, if they are addressed to Americans, why address them in a foreign language. But these headings are probably used under the impression that they give tone and distinction to the store.

SOME ADVERTISING WRITERS seem to be unable to get down to the use of little words. Their sentences are stuffed with all the pomposity of a set after-dinner speech. If they would get away from adjectives and rhetoric and say what they have to say in a businesslike way they would probably find that more people would read and understand their ads. The greatest writers and speakers have been those who have used the simplest language.



Plate No. 4792. Part of a Display by C. M. Herr for the Fair, Chicago.

This picture shows a small part of a series of windows by Mr. Herr. It was impossible to get a satisfactory picture of the entire window, but this section shows the principal decorative feature. The details are clear enough to need no description.

Little Rock Store to Remodel

THE ALTHEIMER DRY GOODS CO. of Little Rock, Ark., will soon remodel their store, installing a new front of the most approved design. When completed there will be 345 feet of display windows. The interior will be completely rearranged to make the store face on a new street. The planning of the windows and interior is in charge of J. Spitzberg who is the head window dresser and has been connected with this firm for a number of years. The store manager, J. B. Miller is also assisting with the plans. Mr. Spitzberg states that when completed this will be the most up-to-date store "out of the high rent district" and next to the New Arcade Market.

Course in Merchandising

THE UNIVERSITY OF MINNESOTA at Minneapolis has prepared a Short Course in Merchandising in connection with its general extension division. The class will open February 9th and continue one week. This course was planned to meet the requirements of the small merchant and clerk and will cover the fundamental principles of merchandising including advertising, window dressing, buying, selling, etc. About ten lecturers have been secured and each of them is an acknowledged authority upon the branch he will cover. This is the first attempt that has been made by any University to put on a course of this character and the results will be watched with a good deal of interest by merchants everywhere. If the Minnesota course proves a success, and the men who are connected with it seem to assure this, it will undoubtedly lead to similar courses in other state universities and other seats of learning. Certainly there seems to be a great field for the kind of instruction contemplated by the University of Michigan.

Contest for Farm Boys

THE MERCHANTS ASSOCIATION of Marietta, Ohio, is planning to conduct a series of contests that are expected to arouse a lot of interest among the farm boys living in Washington County. It is planned to furnish every boy or girl who lives on a farm in a given territory with various sorts of seeds and liberal prizes will be given for the best specimens raised from the seeds. It is proposed to secure the co-operation of country school teachers in giving publicity to the contests. In the fall there is to be an exposition of the products raised by the contestants. If the plan proves a success it will be conducted next year in an enlarged territory.



Plate No. 4793. Easter Grocery Display by L. N. Johnson for J. B. Blood Co., Lynn, Mass.

Here is an appetizing little display of good things for the Easter season. Crepe paper fringed and twisted was used along the sides of the window and the arch was covered with wisteria.



Plate N. 4794. Display of Women's Wear by G. L. McClellan for E. Johnston Co., Holdrege, Neb.

The entire background of this window from floor to ceiling was covered by a scenic painting in spring colors. At each side was a rectangular column and the two were connected across the top of the background by a pergola covered with vines. At each end was a jardiniere filled with Easter lilies. The rest may be seen in the picture.

Fashion Week

FASHION WEEK or whatever this event may be called, has been tested out with a good deal of thoroughness in many cities and has been proved a big success. Wherever the merchants have got together in the spirit of co-operation and held their openings concurrently, they have been so pleased with the success of the plan that they have determined to continue the custom. This has been true alike in little cities and big ones. It has been found that all of the stores do more business when they pull together than when each man works alone.

If there is any city in which the merchants have not contracted the Fashion Week fever, it is up to the window dressers and advertising men to get together and arrange a fashion show for the coming spring opening season. Possibly there may be some merchants who through a misguided spirit of rivalry may refuse to co-operate, but that should not deter the others from going ahead. The thing can be made a great success in any city where there exists enterprise and a get-together spirit.

THERE ARE SO MANY PEOPLE interested in writing advertisements that it seems likely that an elemental course in advertising will be included in the course of most high schools. Such a course would be a lot more beneficial and more practical than some of the courses that are now being taught.

Talk Prosperity

NINETEEN 'FOURTEEN ought to be a mighty good business year for the retailer. General conditions are good despite the fact that a few croakers would have us believe otherwise. Hard times are always influenced to a great extent by the mental attitude of the public regardless of actual conditions. We have the resources and if everyone would think and talk good times, the good times would not be long in materializing.

Many of the big eastern stores are printing "Prosperity" advertisements. They say that good times are not just ahead—they are here now. If all advertisers would adopt the same optimistic tone it would have a marked influence upon public opinion and upon business. Talk prosperity every chance you get—it will help a lot.

A Busy Local

THROUGH THE EFFORTS of the Joliet, Ill., Window Trimmers' Association it seems that "Fashion Week" will be made a regular event in that city. Members of the local association put the matter before the merchants and met with a hearty response that shows a commendable spirit of co-operation. It has been suggested that during "Fashion Week" a reduction of five per cent be made on all prices and the merchants have made a tentative agreement to this. Car fares will also be rebated to out-of-town customers. Local trimmers' associations pay.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF.

Taffeta dresses the vogue for spring—For spring, the most fashionable dress will be of chiffon-taffeta. It is the ideal fabric—it lends itself to the puffings and ruffles of the latest "bouffant" styles, it is soft enough to cling and drape into slim lines. It comes in the prettiest colors yet—plain or changeable, and its silvery finish is its greatest charm. Women are buying these dresses now. They say, too, that we have the loveliest collection in the city. You will find styles with minaret tunics, with slanting ruffles about the hips, with flaring folds—in every sort of variation. Some unusually pretty styles.

We've Been Showing Women's Spring Suits for Some Weeks Past—Our visitors surely must have liked them—judging from their enthusiastic comments. Whole chapters might be written of the new styles—and it would be fascinating reading—about the wing collars, the slanting ruffles on the skirts, the pleated tunics, the sashes of suit materials, arranged so cleverly, the draped gilets, the fetching little coats. But to see is better! As for style "tendencies"—well, some favor the "Gypsy coat," some a bolero, some a blouse, some the Japanese lines—but all agree that coats are to be shorter than ever. Materials are crepy as a rule, and colors include pistachio green, tango, Hague blue, black-an-white effects, and always the staple navy blue or black.

All the Hats in the Gray Salons Bear New Prices—There are many women who would like to add to their collection of hats just now, but do not care to spend much money, and for them this is a very good chance to get just what they want. All our finer hats are included, hats for restaurant and evening wear, hats for afternoon and for street and morning year. They are in excellent condition and the styles are very good. Your own eyes will tell you best what economical opportunities are here.

Guimpes that Don't Look Like Guimpes—Because they have almost a smany pretty little frilly touches as a lingerie blouse. Many have gathered fronts of fine shadow lace and lace insertion with tiny pleatings, and the necks are either V-shaped, finished with pleating or have sailor collars of lace or net edged with narrow ruffles of net or point d'esprit. They are the very new styles for Spring and are priced from $1 to $5.

Charming Dressing Sacques and Negligees—Copies of foreign models. Soft as thistle-down is one beautiful dressing sacque, made of pink and light blue chiffon over liberty silk, and trimmed with white swan's-down. A deep plaiting of chiffon extends all around the edge—$20.00. A very charming three-quarter-length negligee coat is made of lavender broche satin. It is caught up in front with a rosette, and lace forms the entire sleeves—$30.00.

More than 500 Women's Suits in Five Special Price Groups—It is because we maintain such complete season-'round assortments in models, sizes, materials and colors, that we now have such variety, at substantial reductions in price. The constant adding to our stocks during the season, naturally results in large special lots which must be disposed of at the end of our season. These suits are tailored to perfection, and made in the most favored winter styles, and will be in perfect taste when worn late into spring.

More and More Pretty Spring Fashions in the Salons of Dress—And the new "pussy willow" taffeta is the material used for nearly half of them. It is a taffeta of the lightest and softest quality, with the silvery bloom over color which makes the real pussy willows so lovely. In a little group of evening dresses you will see it at its prettiest in a style with the new pointed tunics over pleated white tulle. This style may be had in a fresh violet tint, in cafe-an-lait, the old-time baby blue, and a lovely dark Chinese rose, besides a wonderful shade which is neither flame nor rose, nor yellow, but all three. Price $32.50.

Women's and Misses' Spring Suits to Order at Special Prices—These reduced prices a bit in advance of the spring season are introductory of the new styles for spring and early summer. The special prices are limited to a certain number of orders. Suits of the new spring suitings, in all the latest materials and colorings, including white serges, at $40, regularly $50 and $55.

Women's Spring Coats Are Here—Women who are wondering about the new Spring Coats will be interested to know that they are chiefly in lengths a little below the hips and that they are belted some at the waist-line and some very much lower. They are longer in the back than in the front, some in cutaway styles, and are made of light two-tone eponge; black-and-white checked worsted; tan covert cloths; serges, poplins and crepes in black and blue; and coarse linens, trimmed with linen or gay tapestries.

New Crepes de Chine in the Scarcer Shades—Just because everybody wants certain colors like Gobelin and canard blue, taupe, wistaria, particular shades of pink and gray and others, they are hard to keep in hand. This new shipment brings them all and many more. The price, however, is still $2 a yard for double width, although most crepes de chine have gone up in cost. Other new shipments of Spring silks are arriving daily and in the most satisfactory variety of colors and prices.

The February Silk Sale Opens Today—No other silk sale approaches the Gimbel February Silk Sale in magnitude of stocks, variety in colors and weaves, entire desirability and in the extraordinarily low prices. Silks from wherever in Europe silks are a centered industry; silks from China and Japan; silks from the leading American mills. And the keynote of the whole collection is desirability. No "plunder" was bought—no silks with only cheapness to recommend them. Foolish to do so with all the silk producers and importers striving to get Gimbels to buy! The full particulars were in yesterday's (Sunday) papers. As hint—$12 to $40 silks at $6 a yard: and scores of price groups between that and 50c to $1.50 silks at 25c and 28c. Large selling space on first floor, grand aisle; silk salon and center aisle on second floor; and in the subway store, main aisle and silk section. And hundreds of helpers!

New Black Silks Coming in for Spring—Already here is black satin Shantung, for tailored suits, coats and dresses, 27 inches wide, special at $1 a yard. Salt water black satin, made to withstand the action of salt water for bathing suits and because of it excellent for evening gowns, dresses, petticoats, linings and trimmings, $2 a yard.

New Braid Sashes of Dull Plaid—From Europe—It is such sashes as these that you will see on the early Spring frocks, for they are quite new and a foreign idea. Of soft, pretty colorings, the sashes are a couple of inches in width, two yards and a half long, and finished with silky, fringed tassels. They are marked $2.75 each.

New Cotton Waists Arriving Daily—Each Arrival Different—Each new shipment seemingly prettier than the last—each new shipment with styles in cut or effects in trimmings that we have not seen before. Of white cotton voile, in plain and crepe weaves; fancy crepes in striped, dotted and brocaded effects; and dainty white organdie. All the new shoulder lines are represented—the long shoulder, the Raglan, the tube effect. Many new styles in neck frills and collars, also—some wired, some flat—but all low in front. Novelty trimmings, ecru lace and wash satin are among the pretty decorative features. Prices $3.00 to $10.50.

Women's $2 to $3 Untrimmed Hats at $1—These dollar specials in colored plush and velvet untrimmed hats for women are just the opportunity for many who need another winter hat to finish the season, and yet do not want to make a big outlay—good choice at $1; instead of $2 to $3.

A New Blouse Is an Economy About Now—It means everything in the rejuvenation of the tailored suit that has done yeoman service this winter and it tides it easily and gracefully over until spring. Many of them are handsome French models that are now about half their former prices.

Women's New Spring Coats—In jaunty lengths, as becomes the spring, of materials as fresh and bright as its mornings. Crepe weaves, plain and checked eponge, black-and-white checked cloths, diagonal materials and serge in new coarse weaves. Many in the simple belted styles, so youthful and becoming, with pretty trimmings of soft silks; also the new fashionable coats we call "skirted" for want of a better name. Prices $10.00 to $60.00.

Crepe Silks Above all Others—It is quite extraordinary the hold that these silks have taken this season, and fashionable women both in America and abroad regard them as es-

sential in obtaining the lovely soft draperies now in vogue. Foreseeing the trend, and buying for both our retail and wholesale stores, gives us the advantage of having plenty of these silks which are so scarce elsewhere. Foremost are—Crepe Meteor, Crepe de Chine, Crepe Cascade and Crepe Chinois. In one hundred and thirty different shades—besides black and white. Prices from $1.50 to $3.00.

The Sale of Embroideries and Laces—Plenty left for today's shoppers, though at the time of writing this advertisement the buying was so brisk that we could not tell just which lots would be entirely closed out. In the sale are embroidery allovers, flouncings, edgings and insertions, lace tunics, robes and various laces, all at much below regular prices.

That Bit of Color at the Neck—Often it makes all the difference in the world in the costume. It is here in the form of the prettiest of crepe de chine bows in the fashionable shades of gold, burnt orange, coral, cerise, black, white and many others. Three different styles, 50c each. This is a brand new shipment, the first went almost before we knew it.

First English Parasols for Women Are Here—It is only from London that we get those very good Shantung parasols. The silk is in the natural color, sometimes lined with silk of contrasting color, sometimes but partly lined with a border of dotted silk. Even the handles match—highly polished affairs of bird's-eye maple.

That Little Word "Odd" Means Economy in Table Cloths—It means that you can choose today from a very good variety of all the finer grades of pure flax damask cloths at prices quite a bit below those obtained when these cloths were not "odd." They are now $2 to $12.50 in sizes 2x2 to 2½x4. Good variety in between. That heavy Irish satin damask which we bought specially to sell at 75c a yard in the White Sale is going as well as we believed it would—75c a yard, 68 inches wide. A good yardage still here in case you want some, and you will if you want a damask with service woven into it, warp and woof.

Women's $5 *Winter Shoes at* $3.10—The way we came to get this extraordinary bargain was because a shoe manufacturer stood the loss—figured that the cost of shutting down his factory over a dull period and starting up, would be about an even break with the loss on the order if he kept running; and to keep his force together would be greatly to his advantage.

New Broadcloths for Spring—First importation of broadcloths under the new tariff. This most favored of suit and coat fabrics is here in all the newest shades. A full line of seasonable colors in broadcloths is rare—now you can get any that Fashion favors for spring at the new prices.

Women's White Wash Skirts Begin to Come in—The white corduroys have deep slashes fastened by crystal buttons the color of dark green sea-water, and cost $3.95 apiece. The other skirts are of white cotton ratine—one plain ratine buttoning all the way down, one striped ratine with a mere placket opening, and one with a sort of short tunic or overskirt. Prices are $3.50, $3.75 and $5.75, respectively.

Dismissing Some of the Season's Prettiest Evening Frocks for Young Women—$20 to $50 each is the way they range now, though they have lately been selling for $30 to $85—and such things were even more expensive earlier in the season. There is just one frock of a kind, so that a girl need have no fear of meeting her double at a dance or a party. Soft taffetas, delicate chiffons and laces, soft satins—and the dresses are ornamented with brilliant trimmings, soft furs and laces. 14 to 18-year sizes.

Children's Muslin Underwear—A Humble Need—But Such an Insistent One!—Little petticoats and waists and drawers get such dreadfully hard wear that it is all a mother can do to keep the small bodies covered. Here is where the White Sale steps in, with its sturdy, well-built little garments, at such low prices that one is tempted to buy them by the dozen.

Exceptional Values in Warm Underwear—Many of us have been forced to a realization, this week, that we would be safer and more comfortable with warmer Underwear. We have proof of this in the active demand, and we are glad to tell of a number of exceptional lots secured under price just in time. It is the opinion of many that *real winter is just beginning*. All prices are for one garment.

The Gimbel Sale of Sstockings and Underwear Is in Progress—Great Bargains, as Last Year—Larger Lots—A resolute stock clearance of hosiery and underwear every January—necessary, from our standpoint, that the buyer has no thonught while in Europe of "filling in" lots. He buys entirely new lots. But such values!—Even the famed Morley (English) underwear for men is included. And "Onyx" hosiery. This sale is notably strong in Children's School Stockings—18c—35c and 50c values. But read the list—and act today. Yesterday's selling was phenomenal.

New Lingerie Silks Full of Pleasant Surprises—You will find that they have borrowed Jacquard figures and combined them with colored stripes in a new crepe weave at $1.25 a yard. Also they appear in a most lovely sheer lingerie crepe, with a self colored stripe, $1.75 a yard. Another novelty is an imported Japanese washable broche and crepe, heavy but very soft and of exquisite texture, $3 a yard.

New Lingerie Waists—Seven new styles—all long sleeves and of sheer lawn or batiste. Most of them with lace trimmings or machine embroidery that suggests hand work, but the prettiest simply have turn-down collars and fluted edges. Prices $1.65 to $3.95.

The Chiffon Blouse Becomes More and More Interesting—Many of the new models are draped over dainty lace corsages run with pink ribbons which show through the chiffon. Most of them also have frilly ruffles to soften the outline of the neck and others have high collars and pretty little vests of white chiffon or shadow lace. Prices all the way from $5.50 to $18.75, and all the new and unusual shades of chiffon.

If You Have Umbrellas that Need Re-Covering—The next few days will be the time to have the work done, for one of our good factories, in order to keep its people busy, is willing to do the work at much less than the usual cost.

Men's Scotch Cotton Crepe for Spring Shirts—Newest fabrics in the Custom Shirt Shop is this—and you know what a hit crepe made last summer! Soft, light and easily laundered, crepe is an ideal fabric for soft shirts. And these new designs and colorings are wonderfully rich. $4 and $4.50.

Sale of Men's Clothing—Hundreds of men have found substantial savings in the sale, and hundreds more will hasten to participate in these excellent opportunities before the sale ends. Although the price-reductions are remarkable in character, our usual high standard of quality is maintained in every suit and overcoat on the tables. Many are from Hart Schaffner & Marx and the Stein-Bloch Company.

$15 *Electric Percolators for* $6.50—Until quite recently these have sold thick and fast for $15 each—because they represent one of the best types of electric percolator made. But the manufacturer is changing the pattern and we are authorized to clear away the machines we have on hand. Nickel over copper, 6-cup size, for direct or alternating current. New price, $6.50.

New Low Prices on Many Things in the Upholstery Store—Householders will like the news from one corner of the Upholstery Section, where price-tags have been lowered by a third and a half throughout the cedar and utility boxes, the "little furniture," the pillows and various table covers and hides. Not a great many of any of these, but every article is useful and good, and early prowlers will be rewarded.

Buttons Big and Small—All with Little Prices—Perhaps a dozen of this, or two dozen of that—half a dozen of another kind—in all a miscellaneous collection of many, many kinds of buttons for useful and decorative purposes. So many kinds we cannot give you details, but because of the motley assortment, expect to pay half the usual prices.

Right Now is the Time When Nearly Everybody Needs Another Pair of Good Winter Shoes—Why Not Buy Them When Prices are Low?—All these good shoes bear less than usual prices because it is our mid-Winter stock adjustment time. Before the end of this month every article in the Store will have to be written down in the books, and we are good enough housekeepers not to want any incomplete lines carried over into our new fiscal year. Every size can be found in one style or another in these groups, but not in every style.

Spring-like Cream Fabrics—Like the first breath of spring are these lovely Cream Fabrics, in such pleasing contrast to the sombre-hued winter fabrics. Our stock is distinguished by a great variety of weaves, ranging from the light and clinging, suitable for dresses, to heavier weaves for suits and skirts.

A SPRING BACKGROUND

A SIMPLE IDEA THAT CAN BE WORKED UP TO MAKE A GOOD SETTING FOR MEN'S OR WOMEN'S READY-TO-WEAR-SKETCH—SHOWS SEVERAL TREATMENTS THAT MAY BE USED

Carl F. Meiers

OUTDOOR SCENES seem to be gradually accepted for settings for spring opening displays. This is probably on the theory that to people who have been cooped up within doors for several months, naturally welcome anything that suggests the balmy spring days to come. At any rate the outdoor setting serves its purpose admirably and it has the advantage of offering almost endless opportunities for varied and attractive decorative schemes.

In the accompanying sketch are shown several ideas that might be used in working up a spring background for a ready-to-wear store window. It will be noted that the two sides of the backgrounds as well as the two ends of the windows are all finished up in different styles of decoration. The background proper is a scenic painting—almost anything in the way of a painting that is done in spring colors will answer this purpose. A little detail is required in the middle where it can be seen through the gates but the remainder need only be a sky effect with a suggestion of the tree tops seen over the wall. Any trimmer with a litle knowledge of colors and the knack of sketching should be able to make a painting that would prove satisfactory in a setting such as this. The wall may be finished in imitation brick or stone as indicated in the sketch. Or it might be made to represent stucco or any other substance from which walls are made.

The wall effect may be handled in any one of several ways. It might be painted on the background, gate, jardinieres and all. A better way, however, would be to build the wall in front of the background and have it extend out a few inches. It could easily be made of some sort of composition board or it could be made from framework, covered with heavy muslin and painted. The iron gates should be carefully made to look like real iron. A good many decorators make the mistake of imitating a massive stone wall and then put in a gate made of light wooden strips which are painted green or some other "artistic" color. Such a combination is highly inappropriate and should be avoided. So far as being strong and substantial is concerned, the gate should be of equally sturdy construction. In this case it should be made to imitate wrought iron in a dull black finish. In most cities the decorator could easily borrow from some iron works a gate that would serve the purpose. If that is not practicable the gate may be made from wood



BACKGROUND SUGGESTION BY CARL F. MEIERS.

strips about seven-eighths-inch square and painted a flat black. The tops of the pickets can be found at almost any wood-turning shop.

On the wall at each side of the gate is placed a papier mache urn that may be filled with artificial foliage or spring flowers. Spring flowers can be introduced into this setting in a number of effective ways. For instance, they might be placed between the walls and the scenic background so that they would protrude slightly at each side of the gate. Others, say apple blossom sprays, could be placed so the tops could be seen above the wall on both sides of the gate. In this case the same flowers (seen in the distance) could be introduced into the scenic painting.

For a setting such as this an apple green felt floor covering would be appropriate. The whole coloring of this setting should be soft and warm. For this reason the walls should not be painted in the cold grey

tones that are generally used to imitate stone work. Rather they should be in shades of reddish tans or browns or in some of the many tints that can be made by combining a number of harmonizing colors.

The ends shown in the sketch have been introduced to suggest two ways of treating the end of almost any window. At the left is shown a simple panel effect. The border is made of narrow moulding which may be gilded or finished in an ivory tint and touched up on the high places with gilt. The ornament at the top is a simple design that could be bought in composition or made with a relief bulb by the decorator. The finishes to be used on the outer frame and the middle section is left to the taste of the decorator.

At the right is shown a treatment for a window end in which there is a mirror. A wide frame is made to surround the whole end. Inside the frame, across the top, is run some kind of a simple valance with a decoration in gold embroidery. The valance also might be made of composition board in which case the monogram could be painted on. Below is a simple draping of curtains.



Plates Nos. 4795-6-7. Part of a Series of Special Displays by Frank Brush for the Emporium, San Francisco.

The pictures shown here show one of the many windows of this big store, that were all trimmed in the same manner for the Portola Festival. The treatment was altogether original and pleasing. Along the top of the background and extending some distance above it was a wide frieze of old rose plush. This was bordered at the top and bottom by relief work strips. At intervals there were handsomely ornamented circular frames in which were shown views of the leading industries and some of the beautiful scenery of that state. From the bottoms of the frames extended pendants of a curious design. The pictures give an idea as to the attractiveness of this series.







SWIFT'S SOAP EXHIBIT.



PART OF "VISITORS' ROUTE."

Swift & Co's Decorating Department

ONE would hardly expect to find a well equipped window dressing department in a big meat packing house, yet the window advertising department of Swift & Co., of Chicago, is a long established institution, which has for years been turning out a class of decorating that would surprise the average window dresser.

Mr. J. R. Hills is the head of Swift's decorating department and he is a busy man. Not only has he plenty of work in Chicago and vicinity, but his duties call him to most of the principal cities to supervise or inspect the decoration that is almost constantly being done in connection with expositions, food shows, etc. Mr. Hills' latest work was done at the big Chicago plant on the occasion of the International Stock Show On occasions such as this thousands of visitors are entertained at the Swift plant and Mr. Hills is called upon to make things attractive for them. What is called the "Visitors' Route" has been arranged. This is a trip that has been roped off through the many different departments of the big establishment.

The two small pictures show different views of short stretches along the "Visitors' Route" after they had been decorated by Mr. Hills and his staff. These are clever displays of some of the many products turned out by this plant. In one picture is shown a display of soap products that was 185 feet long. This space was tastefully arranged in lattice work booths in each of which was a well handled display. One booth was devoted to toilet and fancy soaps, another to laundry soaps, another to washing powders, and so on down the long line. The background was a series of scenic paintings of appropriate character, and above was a pergola decorated with natural greens, smilax, etc. Square fluted columns supported the pergola.

The other picture a display of fresh meats. This was made in the mammoth cooler. An elaborate arbor effect 160 feet long was built along one entire side of this big room. Corinthian columns supported heavy marbled beams which were elaborately decorated with smilax and other foliage. Art lamps hung at intervals among the foliage added to the effect. On one side of this 14-foot space was a row of white covered service tables, each supporting an appetizing display. On each table was a lamp with an art shade. These two views were but a small part of the decorated portions of the "Visitors' Route," but they will give a fair idea of the way the decorations were carried out.

As with the department store decorator, Easter is a busy time with Mr. Hills. Many displays are put in the windows or interiors of retail stores of Chicago and other cities. Mr. Hills' workroom is equipped with all sorts of paraphernalia for putting in almost any kind of a setting to show off the Swift products.



Plate No. 4798. Window of Easter Suggestions by Louis H. Deschamps for Johnson's Book Store, Springfield, Mass.

Crepe paper in lavender, purple and white was used on the walls and floor of this window. Easter lilies and fleur-de-lis were the flowers used.

THE KOESTER SCHOOL

Doubles Its Size

On January 1st The Koester School moved to the Dry Goods Reporter Building, 215 South Market Street, where they occupy two entire floors, thus doubling the space which they formerly had.

The great and constant growth of the Koester School made it absolutely necessary to get larger quarters and in doing so provisions have been made for future increase.

New Equipment

of an unusual nature has been added. This was made possible on account of moving. Thus most everything in our enlarged quarters is new.

New Instruction

was also added to all the classes and a new class in Scenic Painting has been started.

The new Spring Drapes will give you many new style drapes for use in your 1914 windows that will make your windows the hit of your town.

All the new things will be taught exclusively to Koester students so that no one else in your town will know about them.

You are going to take a course in the Koester School sometime.

DO IT NOW



The Finest and Largest Quarters of Any School of its Kind in the World.

The Koester School occupies two entire floors in this Modern Fireproof Skyscraper in the heart of the Retail and Wholesale Section of Chicago.

Both floors have been fully equipped with new fixtures, most of them designed especially for school work after an experience of our many years of teaching—thus giving the school not only the largest and finest home but also the finest equipment of any school of its kind.

The great amount of space in this school means a distinct advantage to every student because it insures him having actual show windows to work in—and it takes up room to install a big battery of show windows for the students to work in.

Separate Class Rooms

mean that there are no interruptions, and therefore students can learn more in a given time.

Our Window Trimming Classes take up the entire Third Floor, while the Card Writing, Advertising and other classes have special class rooms on the Fourth Floor.

Both floors are perfectly lighted with daylight. A look at the illustration on this page will show you that the building could be termed a "Glass Block" because the walls are in reality a solid mass of windows.

This building was erected several years ago by the Dry Goods Reporter and they occupy several entire floors just above the School, thus making it possible for students to get in close touch with the well informed staff of this paper, who will be glad to give scholars any information on any subject.

FREE BOOK COUPON

Date.....191..

The Koester School.
215 So. Market Street., Chicago.
Please send me the following:
Window Trimming Year Book FREE.
Catalog of 100 Store Books.
Information on Studies in Window Trimming.
Advertising. Card Writing.

Yours truly,

Name.....

Town.....State.....

Remember the Number
215 South Market Street

THE KOESTER SCHOOL, Chicago

International Association of Window Trimmers

OFFICERS

President, CLAUDE J. POTTER, St. Louis, Mo.

First Vice-President, A. W. LINDBLOM, Minneapolis, Minn.
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BOARD OF DIRECTORS

Chairman, E. D. PIERCE, Rochester, N. Y.

G. W. HUBBARD, Grand Rapids, Mich.

E. J. BERG, Milwaukee, Wis.

The President Says-

That the splendid progress being made in forming locals is very gratifying. It is also most interesting to note some of the good work these locals are doing. Let us review what has been done in January alone.

On January 6th an article appeared in the Joliet papers stating that the local window trimmers was promoting a United Fashion Show, and on the same day, Mr. L. A. Rogers, President of the Dallas Window Trimmers, wrote me saying that on the evening of January 26th, they had invited the leading retail merchants of Dallas to be their guests, and wanted me to give them a talk.

Then came a letter from Mr. A. J. Lewis, President of the Little Rock Trimmers, telling of the plans they were making for a big time during my visit there February 5th.

And Mr. I. W. Molander, of San Antonio, writes: "You will not find anyone more enthusiastic than I am over forming a local in our city". He also stated that he and Mr. Patrick would get the boys together the night that I was in San Antonio.

A little over a year ago the Twin City Decorators organized, and on January 21st they held their first annual banquet, and while the trimmers in Minneapolis and St. Paul were enjoying their first birthday, the leading Window Trimmers in St. Louis were seated around the banquet table and forming a local association.

Mr. E. Dudley Pierce, Chairman of our Board of Directors, is on the job and has organized a local in Rochester. And while writing this article a letter from Mr. R. L. Paxton, of Ft. Worth, Texas, is laid on my desk. Mr. Paxton says that he has arranged for me to give a talk before the Ad Club and Window Trimmers of Ft. Worth, on Wednesday, January 28th.

Keep it up, boys. We are doing some real constructive work.

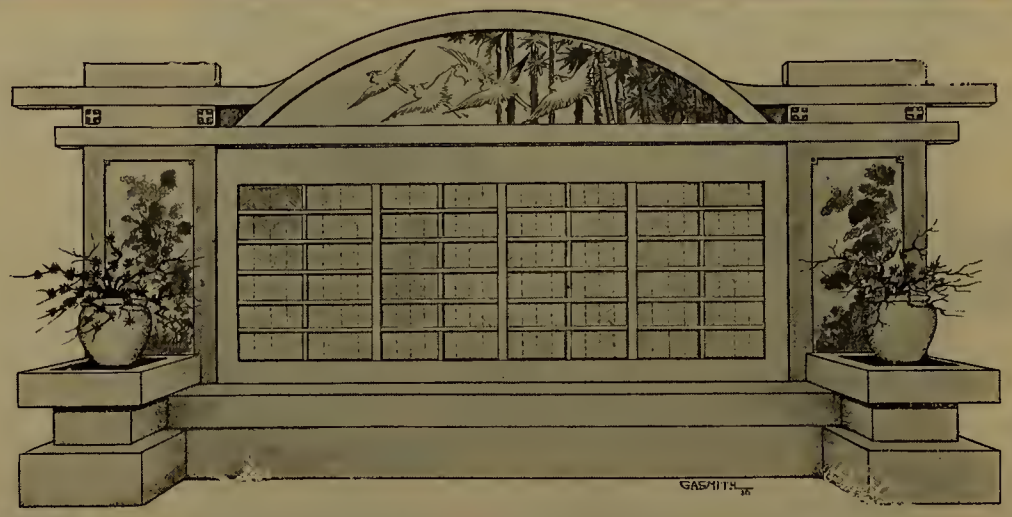
C. J. POTTER, President I. A. W. T.,
1627 Washington Ave., St. Louis, Mo.

P. S.--Just received a letter from Mr. I. W. Molander, with Frank Bros., San Antonio, Texas, saying that the Window Trimmers of that city organized with twenty members. And another letter from Mr. A. Karp, with Ed. Kiam. of Houston, Texas, stating that they had also organized. What is the matter with Texas? Some co-operation in the Lone Star State.



Showing the use of our new show card stencils on quarter sheet cards. 12 stencils and 3 brushes prepaid for $2.00

E. T. S. 231 W. 39 St. New York



E. T. S. 231 W. 39 St. New York

This School Is a Success Because Its Graduates Are Successful

We keep in touch with our graduates, and on January 1, 1914, to our knowledge not one of them was out of a position. Many of them are holding important retail positions in United States and Canada.

When you pay for a course of instruction at the E. T. S. you are not paying for "theory" you are paying for the boiled down experience of a large staff of successful men who have been trained in the art of retailing. This instruction is under the supervision of the Dry Goods Economist, for sixty-nine years the recognized leading authority in dry goods, department and the general store field.

New Methods—New Ideas—New Systems—Best Results

Background Designing

Another school has recently reproduced in their advertising a number of our Mr. G. A. Smith's background designs, we therefore find it advisable to inform you that Mr. Smith is employed as background instructor for the Economist Training School exclusively. He is personally in charge of the classes in New York and is not connected with any other school.

If you are looking for the most practical as well as the most artistic background and interior designs, get your instruction under Mr. Smith, the recognized leader in his line.

Spring Draping

The new spring draping ideas by Mr. C. J. Nowak are ready. As usual these clever designs will meet with international approval.

We are compelled to issue a note of warning as the publishers of a certain book on draping have appropriated a number of Mr. Nowak's designs in a misleading way to further their own interest.

If you are looking for a thorough or special course in correct form draping governed by fashion tendencies, remember that the character of the school and the quality of the instruction are of vital importance to you.

12 Stencils $2.00

Our new show card stencil designs, supplementing our instruction, have met with such popular favor, that we have decided to retail an assortment of twelve selected stencils, three stencilling brushes and complete directions for using, for $2.00 prepaid.

These stencils are especially prepared for us on a tough stencilling paper. The three brushes answer for black and color work. The accompanying cards show a few of these stencils done on quarter sheets (11x14.) You will be delighted with this outfit.

New Advertising Course

On January 15th the first lesson of the revised and enlarged Economist Training School advertising course were ready for you. We have spent thousands of dollars to make this course complete so as to meet every modern requirement in retail advertising. It is compiled for correspondence and personal instruction or a combination of both. The new systems we employ, our methods of teaching them and our instruction staff, form a combination which leaves absolutely nothing to be desired.

Mr. Anderson Pace, late advertising manager for Butler Bros., Chicago, has been added to our advertising and salesmanship instruction staff.

Write for complete outline of the course.

We will furnish promptly any further information you may desire. Check the square

- ☐ Advertising
- ☐ Window Trimming
- ☐ Display Managing
- ☐ Retail Salesmanship
- ☐ Show Card Writing
- ☐ Show Card Supplies
- ☐ Book "How to Sell It" Free
- ☐ List of 150 Business Books
- ☐ Class Formation Dates

ECONOMIST TRAINING SCHOOL, 231-49 W. 39th St., NEW YORK CITY



Full form drape by C. J. Nowak reproducing a new Butterick spring style without cutting or damaging the material.

Twin City Decorators Banquet

THE Twin City Window Decorators' Association, of Minneapolis and St. Paul was one year old last month and the birthday was celebrated in a fitting manner with a banquet held at the Hotel Radisson, January 21st. There were about fifty in attendance and the evening proved a most successful one. B. J. Millward, the president of the association also acted as toastmaster and was at his best. C. H. Thieme responded to a toast, "Progress Made in Our Association." H. E. Bartlett spoke on "Our Future" and he was followed by a very interesting talk by W. H. Hinks on the subject "Closer Co-operation Between the Commercial Bodies and Our Own." Lars Smeby made an address on "Our Association as Seen by the Clothing Decorator." Mr. Edwards spoke on "The Class 'B' Members and what the Association Is to Them." Mr. Olson talked about "The Association as a Help or Otherwise to the Assistants." C. J. Larson explained "What the Educational Work in Our Association Should Be."



AS THE CARTOONIST SAW IT.



FROM A ST. PAUL PAPER.

All of the talks were of an instructive character and most of them were based upon the actual results that have been accomplished by the association during the past year. Mr. Moore of the Association of Commerce of St. Paul and Mr. Hellwig of the Civic and Commerce Association of Minneapolis made addresses in which they complimented the Twin City Window Decorators' Association upon their notable achievements during the past year. They were particularly enthusiastic as to the part the window dressers of the two cities had played in making a big success of "Fashion Week." In the course of his remarks Mr. Hellwig made the statement that, in the history of the two cities, "Fashion Week" was the first occasion when the merchants had gotten together and worked in harmony for one object—the association was given full credit for this.

President B. J. Millward was presented with a beautiful silver and ebony loving cup as an appreciation of the members of the association for his services during the first year of the association's history. The presentation speech was made by E. S. Young. A good part of the evening was taken up in the reading of congratulatory telegrams and letters from brother decorators and manufacturers in all parts of the United States. Arthur W. Lindblom was given a rising vote of thanks for his hard and conscientious work as secretary. Much of the success of the evening was due to the untiring efforts of W. H. Hinks, who was chairman of the committee on arrangements.

In addition to the talks during the evening there was plenty of music. The musical feature that made the greatest hit, however, was a "Medley of Popular Airs About Popular People," which was the official song of the eve-



LARS SMEBY

Established 1908
SMEBY BROS
T.C.S.W.D.
TWIN CITY SCHOOL of WINDOW DRESSING
MINNEAPOLIS - MINN

15-17 SOUTH SEVENTH STREET



MARTIN E. SMEBY

Can You Beat This Record?

This is only one of hundreds who have done equally as well. Our graduates are so uniformly successful that the same wonderful success can be said of all. If we had photographs of all our students and their work, we could fill this magazine for a year.

MR. CLIFFORD WESTVIG'S SUCCESS IS MOST REMARKABLE

His youth and utter inexperience in window dressing and show card writing previous to attending the SMEBY BROS. SCHOOL, makes it so. His work has been published and received flattering notices by the press and leading trade journals for the excellency and cleverness of his displays.



Mr. Clifford Westvig, of "The Fashion Shop," Des Moines, Iowa, Des Moines' highest class clothes shop.

READ MR. WESTVIG'S TESTIMONIAL

Messrs. Smeby Bros., Minneapolis, Minn.
Dear Friends:—

On the advice of my older brother, Arthur, whose rise on the ladder of success as a window dresser and card writer, after a course of training in your school in 1910, is too well known to need any comment, I decided to attend your school. On the completion of my training, you secured for me a position as window dresser and card writer with Steve C. Beck's Clothing Co., in St. Paul, Minn., beginning at a salary of $18.00 per week. That my training was correct and complete from the start is a gratification to me, as I had no trouble in "making good" from the start. That it was equal to the same high class work of other trimmers in the Twin Cities was proven when I received an offer from The Fashion Shop of Des Moines, Iowa. They were just moving in to their new, beautiful store on a leading corner, and wanted the services of a high class decorator. I was offered $35.00 per week to start, a salary I had not hoped to attain for some time, and having "made good" and received high compliments from my employers, as well as several complimentary notices in the press of this city and trade journals throughout the country, I take the greatest pleasure in telling you, my instructors, that after three months' work I have received a raise of $5.00 per week and am now drawing a salary of $40.00 per week.

While my instructions by you have been no different from that received by other students of your school, and knowing that those who attended your school at the same time as I have "made good" in their various localities, it is certainly a pleasure to me to be able to give you my unsolicited testimonial of the splendid institution you maintain, and to thank you for the efficient, thorough and complete instruction, personal attention and interest taken in my welfare. It is to this training and interest in your students that I attribute my success and the success of all your students, and I consider my success remarkable indeed, when I consider that I am but 21 years of age and holding the high class position that I do.

I am certainly proud of my achievement, and to any young, ambitious fellow wanting information regarding your school, just refer them to me and I'll gladly give them my endorsement and whatever information I possess regarding your institute and school. Again thanking you for your interest in my welfare, I am, Yours, most gratefully,

CLIFFORD WESTVIG. With "The Fashion Shop," Des Moines, Iowa.

WRITE TODAY

Upon your request we will send you our catalog and complete information regarding our school and what we teach.

SMEBY BROS. **Twin City School of Window Dressing**
MINNEAPOLIS : MINNESOTA



THE BANQUET OF THE TWIN CITY WINDOW DECORATOR S' ASSOCIATION.

ning. It was written by Editor Ware of the St. Paul Dispatch and was a string of parodies sung to popular airs and hitting most of those present. It went like this:

All these window dressers are a merry old lot,
And they'll try to do the things that they know not,
But they act all right—if you say it quick—
And they'll grab ideas and will do it slick.

But there'll come a day of reckoning
When they'll wish they had been good
For Old Nick will stand a'beckoning,
Calling in an angry mood:
Come all ye dressers, you no more can roam,
You've been doing others long enough, so come to—home,
sweet home.

Should any man who's here tonight,
Think that he knows it all————

He'll get silver threads with old ones,
Just the kind that always win
There's old Lindblom who defies you all,
With the carpets that he loves————

But old Art's all right when he's asleep, boys,
Even though he may act a bit.
And there's Bartlett who's the treasurer, you know,
Handing out the Golden Rule though it don't fit, but———

Cheer up, Bartlett, smile up, Lindblom,
You look wobbly, like you were going some.

There's Myers of the old Emporium, thinks he knows all,
But he uses Eastern ideas and he seldom gets a call.

And there's Benny of St. Paul, a good old hot air scout,
All he talks is business, inside the store and out.
When he drapes a window then he tries to look so wise,
But that don't win a prize.

All the boys I see before me
Look a royal, lively bunch,
And the hot air they can hand you
Shows the great artistic hunch——O
Should auld acquaintance be forgot
There's some that ne'er will be————

That's window dresscrs of both towns
Who show off the corsets and tango gowns,
Who make a display that will chase the frowns,

And do it artfully.
There is one I see, that's Leslie,
He's with Rothscild's Company;
When he wants a dizzy fall
Then he hikes across to old St. Paul.

Has anyone here seen Hinks?
H-I-N-K-S,
Has anyonc here seen Billy—
Billy of the Thomas store?
Sure he's right all through, and is seldom blue,
Larson, too, if you only knew.

And Anderson, a prince,
Though hurt, would never wince;

But we should worry, now we're here;
We'll drink a toast to cheer.
For old St. Paul, the best of all,
Invites you there next ycar.

The Twin City Association is certainly to be congratulated, not only on what it has achieved in the short time since its organization, but because of the spirit of co-operation and good fellowship that has been developed among the members. In twelve months the leading decorators have accomplished more in the matter of pulling together than had been done in twice as many years before. And it has been found that it pays to pull together. One of the most satisfactory aspects of the organization lies in the fact that the commercial bodies of the two cities fully appreciate and willingly admit the important position occupied by the window dresser—something they did not do a year ago.

While the recent banquet was a most enjoyable occasion,

Palmenberg
NEW YORK

An Entirely New Catalog

with Palmenberg's latest ideas in display forms and fixtures is about to leave the press. We want you to own an early copy, and feel sure that you will be pleased when it reaches you.

Let us have your name and address and we'll send in return this interesting manual of Palmenberg's to aid your work in window dressing and display.

J. R. PALMENBERG'S SONS
Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place

it was merely a side issue so far as the real purpose of the association is concerned. The fundamental purpose of the organization is strict BUSINESS. Its object is to develop and advance window dressing in the two cities and to secure for the window dresser an appreciation of the great work he is doing. If the promise that lies in the accomplishments of the first year is fulfilled by like progress in years to come, the Twin City Window Decorators' Association will have established a record that will be hard to beat.

KEEP UP THE GOOD WORK

As it is, this association has done much to encourage local associations all over the country. The practical benefits that have been brought about through intelligent team work in the Twin City organization, have paved the way for like co-operation among progressive decorators in other cities. For years the officers of the International Association have been preaching the gospel of local organization and the great benefits to be derived therefrom, but these preachments have had but little effect for the reason that the average window dresser wanted "to be shown." The Twin City Association has shown them. It is not intended to give the impression that this is the only association that has done things, for that is not the case. In Lancaster, Pa., and other cities are locals that are older and that are accomplishing much for their members and the merchants who employ them. The feature that makes the Twin City organization particularly notable lies in the fact that this body represents two connected cities having a total poplation of more than half a million. If the decorators of a city so large as this can get together and work in harmony, it should be far easier to do in smaller places.

Buffalo N. Y. Local

On January 26 the window trimmers of Buffalo met at an informal banquet, and after hearing the unanimous sentiment of those present, Mr. C. A. Cook, acting as chairman, proposed forming an organization which shall be known as the "Western New York Trimmers' Local." This was carried into effect with much enthusiasm. Temporary officers were elected as follows:

C. A. Cook, president.
W. J. Shearn, vice-president.
W. Lantaff, second vice-president.
W. T. Wright, treasurer.
J. E. Genrich, secretary.

Niagara Falls was represented by Mr. W. T. Wright, who gave an interesting talk and the assurance that trimmers of his town would join the local branch. More trimmers from surrounding towns are expected to join as charter members. Resolutions were adopted to affiliate with the International Association of Window Trimmers.

Committees were appointed to round up all window men of Buffalo and vicinity, which will bring the charter membership up to fifty. A committee was appointed to secure a meeting place and make other necessary arrangements for future meetings.

It is the object to make the educational feature the leading purpose, and when plans under advisement are complete the benefits and results will be profitable to members and merchants. An invitation was extended to the window trimmers of Rochester to visit the Buffalo local in a body, and if possible to join them in organizing.

Another Texas Local

A LOCAL chapter of the National Window Trimmers' Association was formed by Houston, Texas, window trimmers at a meeting held at the Houston Press Club rooms. Much enthusiasm was shown and all window trimmers in the city will be invited to join. The following are charter members of the local chapter: A. Karp, M. J. Sues, D. F. Beck,

Jack Ralston, P. S. Swecton, Jack Mann, R. W. Dickerman and Russell Tucker. Orval Simpson and James Brennan of Chicago were elected honorary members.

The following were elected officers: A. Karp, president; M. J. Sues, vice-president, and D. F. Beck, secretary and treasurer. Regular meetings of the organization will be held monthly, the dates to be decided on later.

St. Louis Trimmers Organize

ON JANUARY 21, sixteen of the leading window dressers of St. Louis, representing the more important stores of that city met at a banquet, given at the American hotel, with the object of forming a local association to promote a closer co-operation between the decorators of St. Louis.

The speakers of the evening were Messrs. Max Holtz of New York City, Flint Garrison of St .Louis, and C. J. Potter, president of the International Association of Window Trimmers.

Mr. Holtz spoke on the many benefits to be derived through co-operation. He said the day was not far distant when the window dresser's real worth would be recognized and would be consulted regarding all sales and special events. He also stated that when this was done the merchant would be adding a big power to his organization, for in this way a closer co-operation would exist between the ad man and the display man.

Mr. Garrison made an interesting talk. He said that while the display man was a silent worker he was a wonderful producer. He said that a local organization could be of great benefit to the local trimmer, and that through the exchange of ideas the members would become more efficient. He cited several instances where such an organization would be of special value to the merchants.

Mr. Potter told of the splendid work of Window Trimmers' Associations in other cities, and of what the International Association was doing to furnish educational matter for the locals; how the big trimmers all over the country were realizing the value of co-operation.

Toastmaster James Kramer called on several local trimmers asking their opinions regarding the organization of a local. J. H. Hobleman voiced the opinions of all when he stated that he believed such an association should be formed. He pointed out many advantages in doing so. The others present were thoroughly in accord with this idea.

A permanent organization was then formed and the officers elected are: Al. Hagen, Grand Leader, president; J. H. Hobleman, Nugent's vice-president; Jas. Kramer, Scruggs, Vandervoort & Barney, secretary; A. M. Kunz, F. A. Steer's, treasurer.

Membership Committee—Thos. Hector, Schmitz & Schroder; C. E. Jones, Boyd's; E. Burg, Steinberg's.

Amusement and Program Committee—W. F. Brink, Werner & Werner; Oscar Hagen, Grand Leader; Wm. Belleson, Sonnenfeld's.

Publicity Committee—J. H. Hobleman, Nugent's; James Kramer, Scruggs, Vandervoort & Barney; Al. Hagen.

Trustees—Walter Zemitzsch, Famous-Barr; Joe Chadwick, Famous-Barr; J. V. Williams, Browning King & Co.

It was decided to apply for a charter at once.

It is highly encouraging when men who stand so high in the profession as those connected with the new St. Louis Association, can see the advisability of co-operating to get better results. If the window dressers in more of our big cities would organize for the improvement of local conditions connected with their work the business of window display would receive a substantial uplift.

Stop! Look! Listen!

STOP and think what local organization is doing for the boys who have already formed locals. Think what intellgient co-operation will do for you and for your employer and for your city by all getting together and working for a common cause. Team work in window display is as easy and as practicable as in anything else. Co-operate in your opening window displays and you can give added beauty to the fronts throughout the shopping district of your city—and that means more business for the stores.

LOOK what the advertising men have done for themselves and their employers. You can do the same by co-operating with the other window dressers in your town. It is up to you to do something. Start something and form an organization that every member will be proud to belong to. Form an organization that your city will be proud of—that your employer will be proud to have you a member of.

LISTEN! Two weeks ago we called the boys together in this city at a noonday luncheon and in less than thirty minutes every man was more than enthused by the idea of co-operating and working together instead of being strangers and working against each other. Haven't you, at some time or other, when walking down the street, seen something amiss in a window you were passing—possibly it was something upset or broken, perhaps a misspelled word on a card or a letter dropped. If this had been one of your windows would you not have thanked a fellow trimmer if he droped in and called your attention to the defect before the boss had a chance to see it? I can hear all of you say—CERTAINLY. Well, that is only one out of a thousand examples of true co-operation.

Think it over now and get busy. Some one has to take the lead and get the thing going—why not you? Write to our secretary—he will be more than pleased to give you all the information you may be looking for.

Yours fraternally,
E. DUDLEY PIERCE, Rochester, N. Y.
Member Board of Directors.

And Still They Come

IN ROCHESTER, N. Y., "The Flower City Association of Window Dressers" has been organized with a charter membership list of twelve of the leading decorators of that city. Two meetings have been held and E. Dudley Pierce, with Sibley, Lindsay & Curr Co., was elected president. G. C. Boultbee, with McCurdy & Norwell Co., was chosen

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



to act as secretary. Regular meetings will be held and there is much enthusiasm over the future prospects and the mutual benefits that are to be derived from the organization. It was largely through the influence of Mr. Pierce that the association was formed. He is chairman of the board of directors of the International Association of Window Trimmers and an active worker in that body. Mr. Pierce believes that much good will come as a result of the organization in Rochester.

To the Members

WHAT are you doing to get a local association of window trimmers started in your city? Have you said a word to any other trimmer about it? If not, why not? Get busy now and see some of the other boys and see how they feel about organizing a local association.

What are the advantages? A good many. First, by having a local association you can have meetings every month. In this way you can get together and talk over the different new things that are put out for the trimmers—new fixtures, new decoratives, new ideas for backgrounds, new drapes, new styles and how best to show them. In fact, you can have (what the International Association has but once a year) a little convention at least a dozen times a year.

Then here is another advantage: The International Association is getting out educational matter to send out to local associations that are affiliated. We now have two lectures ready and the boys are enjoying them very much, they write me. How can you exchange an idea with another trimmer if you do not see him to talk to him, or write to him? And do you feel like writing to a stranger? And a great many of the trimmers in each city are strangers to each other. Here are some of the objects of our association:

To create a demand for capable window dressers.
To increase sales through effective displays of merchandise.
To give assistance and suggestions to our members.
To create a friendly feeling among men of our profession.
To get the trimmers better acquainted with their own ability and duty toward their employers.
To educate the merchant in the real value of window advertising.

All this and much more can be accomplished by co-operation. Remember, we are not a union—we are an independent organization, and not affiliated with any other organization. We need a good, live local association in every city to boost our mutual interests, to advertise our profession. Why not start something? Then you will find out the benefits of organization.

We have some folders to send you, that will help you to get an association started. Our new by-law are printed and ready to mail out. Application blanks for charters are ready, as also the charters themselves. We now have six local associations affiliated, with a number of others being organized. Next month we will give you a list of them. Get busy NOW. Let me send you some of our folders, by-laws, etc. My address is 123 Dwight street, Grand Rapids, Mich.

P. W. HUNSICKER, Secy. I. A. of W. T.

IN SEVERAL CITIES the grocers' associations are planning to conduct "Low Cost of Living" shows. The purpose is more or less educational and intended to show housewives how to cut corners and live practically as well for less money than they now spend. The thing can be done.



"It Would Be Hard to Replace Them Because They Have Special Training"

When the employer cuts down the pay roll it is the untrained men that go. Untrained men are easy to get at any time. But the employer keeps the trained men as long as possible, as he knows it will be difficult to replace them. His finger will sooner or later go down the pay-roll list on which your name appears. Are you one of the men whom he would like to hold? If you are not, I.C.S. training will keep you on the pay roll.

It makes no difference where you live, under what conditions you work, the I.C.S. will bring to you in your spare time, at small cost, the kind of training that the employer values—the training that will qualify you for a more congenial position—the training that means advancement and a larger salary.

Keep These Men

You can get this training. Simply mark an X in the coupon opposite the name of the Course in which you are interested, write your name and address, and send it to us. We will tell you how thousands of men who were situated just as you are have risen to positions of trust and responsibility through I.C.S. training. We have trained thousands and can train you. Make the employer say "Keep This Man" when he reaches your name. It will cost you only a two-cent stamp to find how out it can be done.

Mark and Mail the Coupon TODAY

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Stenography	____Civil Service Exams.
____Banking	____Chemistry
____Commercial English	____Automobile Running
____English Branches	____Agriculture

Name _____

Street and No. _____

City _____ State _____

For Our Advertisers

Show Window Lighting

Frederick A. Watkins, Chicago district sales agent for the Pittsburgh Reflector and Illuminating Company, has just issued an interesting booklet on the subject of show window lighting. It contains much practical information as to how the best results may be obtained in show window illumination.

Unquestionably one of the most important factors in the success of any show window is the manner in which it is lighted. Mr. Watkins has divided his subject into several sections. Some of the things he treats upon are: "Requirements of Good Illumination," "Types of Pittsburgh Reflectors," "The Proper Reflectors to Use," "Installing," "General and Show Window Illumination." He also gives examples of typical installations in windows in which are shown various kinds of merchandise.

The booklet is instructively written and contains many interesting illustrations that will prove of value to the merchant who is seeking to improve lighting conditions. A request addressed to Frederick A. Watkins, 565 West Washington street, Chicago, will bring one of these booklets by return mail.

Fixture Salesmen Meet

Following their usual custom, the Curtis-Leger Fixture Co., Chicago, have had most of their road salesmen at their factory and salesroom during the last week of December. Conferences were arranged each morning, at which time different men in charge of the different departments at the factory and in the Chicago office gave talks and information intended to help the roadmen in their work and to keep them in closer touch with the new things they are developing.

Each roadman expressed enthusiasm over business prospects for the coming season, and especially were they pleased to learn of the many new fixtures being designed, and of the new line of imported French wax figures which they have recently secured. The adding of the new factory building adjoining their present building, with an increase of 50 per cent more floor space, is an indication of the trend of their business and the increase which they have been experiencing.

On Tuesday night, December 30, Mr. A. D. Curtis, president of the company, entertained all of the salesmen, including the city and house men, at a spread and smoker given at the Grand Pacific Hotel, after which the remainder of the evening was spent at a vaudeville. Several changes have been made in the different territories on account of men having been added to the sales force: F. W. Ware in California and Nevada; Charles W. English in Oregon, Washington and British Columbia; Crown Store Fixture Company of Denver in Colorado, Utah, Idaho, Wyoming and Montana; Henry Ely in Texas, Louisiana, Mississippi, Arkansas and Oklahoma; Kirkpatrick Bros. of St. Louis in Missouri, Kentucky and Tennessee; Edgar J. Bush in Illinois, Iowa, Nebraska and Kansas; M. W. Kegley in Wisconsin, Upper Peninsula of Michigan, Minnesota, North Dakota, South Dakota and Central Canada; Austin J. Hills in Indiana, Ohio and Lower Peninsula of Michigan; D. L. Talbert in Virginia, North Carolina and South Carolina; W. M. Howard and H. H. Koenig being the Chicago salesmen, with J. M. Weimer, Lawrence Burke, Robert Heile and Orval Simpson as salesmen in the Chicago salesroom.

Valuable Catalog

A catalog that will prove of unusual value to merchants and window dressers has just been issued by the Polay Fixture Service of Chicago. It contains sixty-four pages and each one is crowded with practical information as to the latest and most approved ideas connected with the display of merchandise.

D. A. Polay has an international reputation not only as a designer of wooden display fixtures, but as a clever window dresser. In this capacity he is regularly employed by a number of leading Chicago stores. In the new catalog, Mr. Polay's latest and best work is shown both as a designer of fixtures and display artist. It is a book that everyone interested in display will be glad to get and keep. Although quite an expensive proposition, this catalog will be sent free to merchants or window dressers. In writing for this book, it is requested that the firm's stationery be used. The address of the Polay Fixture Service is 926 Fulton street, Chicago.

A New Spring Catalog

The well-known firm of L. Bauman & Co., Chicago, have just issued their Spring catalog, which is said to be one of the largest and most complete ever issued in this line.

There are many pages in colors, showing new creations in artificial flowers, foliage and other decorative specialties for which this house is famous. All are made of cloth and are faithful reproductions of the natural flowers, plants, leaves, trees, garlands, etc.

Two pages show model window trims put in by some of the world's best-known artists. All the displays shown are made from this firm's product. One page is given over to special background designs, from which a variety of ideas may be obtained. The catalog from the first to the last page is a remarkable example of the very best in color-plate work and printing.

For many years the house of L. Bauman & Co. have carried the most artistic line of window decorations obtainable. Their stock embraces the latest and choicest products of European makers as well as the better class of American goods. Their splendid stock, combined with reasonable prices and good service, have built up for them an immense business covering the entire United States and Canada.

L. Bauman & Co. have for years supplied the leading State street stores with the decorative materials that have helped to make the windows of this street the most famous in the world.

Every merchant and every window trimmer who has not received a copy should write for one, as they are issued free. The contents of this catalog will be found to be a great help in planning Spring and Easter decorations.

A New Book on Draping

"The Koester School Book of Draping" is just off the press and is an important addition to the literature of window display. It is not only a valuable book of instruction, but is a most complete history of draping, starting with the earliest recorded specimens of this important art and bringing the subject up to the present time. Some idea of the scope of this book may be had from the fact that it contains nearly 500 pages and over 1,000 photographs, drawings and diagrams.

While practically everything that has been done in the way of draping during the past twenty-five years is shown, most of the book of course is devoted to recent developments of the many branches of this art. A large part of the book is taken up by practical instruction in the fundamental principles of handling and displaying dress fabrics and the trimmings that go with them. This instruction is commendably thorough and complete, and it is set forth so clearly that even the beginners should have no difficulty in following the directions.

In the general lessons on draping there are numerous accurate diagrams showing the successive steps in making the drapes. Many of these drawings are so clear that the painstaking directions that accompany them might almost be considered superfluous.

The chapters on figure draping are replete with understandable instruction covering every point from the selection of materials to putting on the last finishing touch. The different fixtures used in draping are also dealt with in detail. This includes a complete description as to the construction and manner of using most of the standard factory fixtures that are now on the market.

But the beginner does not always have factory-made fixtures at his disposal; he is therefore instructed as to how he can build his own fixtures and how to drape these home-made products so attractively that they will serve their purpose admirably.

It would be impossible in a notice of this character to enumerate more than a small part of the contents of this valuable book, so we shall not attempt it. There is one thing about it that should be said, however, and that is that the value of the book will be permanent. Times change and fashions of today are quickly supplanted by those of tomorrow. The principles of draping, however, are permanent and

Artistic Wax Figures and Forms

of

PIERRE IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor



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PARIS 1900, Silver Medal
SAINT LOUIS 1904, Gold Medal
LIEGE 1905, Diploma of Honor
MILAN 1906, Grand Prix
LONDON 1908, Grand Prix
BRUSSELS 1910, Grand Prix
BUENOS AYRES 1910, Hors Concours
TORINO 1911, Grand Prix
GHENT 1913, Grand Prix

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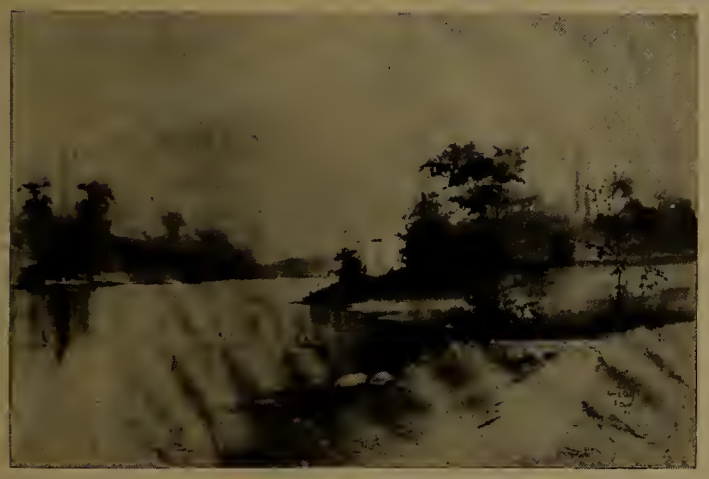
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TELEGRAPHIC ADDRESS, PIERIMANS, PARIS

Please note that foreign letter postage is Five Cents



Showing one of Daily's artistic spring backgrounds that will tone up your spring windows in wonderful fashion. Panels carried in stock at prices that will interest you.

Scenic Paintings for Spring and Easter Windows

DONE by *true artists* in Daily's Dayton studio, where conditions are right from every standpoint for the production of high quality work of this nature. It's high time now to be ordering, so better get in touch with us without delay. Let us send you our new spring folder and prices.

Snappy spring show card that will add distinction and class to your window displays.



Lovely Show Cards Air-Brushed by Hand by Men Who "Know How"

BERT L. DAILY, *Sole Distributor of celebrated "PERFECT STROKE" Brushes and Supplies* DAYTON, O.

apply to the fashions of one year as well as another. Hence the student who once fully masters the art, has thereafter only to apply his knowledge to the successive modes as they come and go.

In addition to the chapters on direct instruction there are photographs of more than 100 windows showing how drapes are placed and accessories arranged. "The Koester School Book of Draping" is by Geo. J. Cowan and Will H. Bates. Much of the work shown is their own, but this is supplemented by many specimens of the leading drapers of the present time. The price of the book is $3, and it will be shipped prepaid upon receipt of that amount. The Merchants Record Co., 431 South Dearborn street, Chicago.

For Spring Windows

"Schack's Flower Books" are now so well known to the window trimming public that the announcement of a new one is an important event. These books are issued four times a year, prior to the advent of each new season. The latest one is called "Schack's Spring Flower Book" and it is not only more interesting but 50 per cent larger than any that has been issued before. The increased size was made necessary by the large number of new ideas the Schack Artificial Flower Company is bringing out this season.

This company is noted for the number of novelties they introduce each season. For the coming Spring, however, they



MR. JOSEPH SCHACK.

have outdone even their own record, and that is saying a good deal. One of the new things shown in this book is a line of plain and colored glass beads of various kinds that are to be used in making shades, etc. This is an innovation that will be appreciated by most decorators. Another new line is a large variety of small designs in art papier mache in patterns that have not been obtainable before.

Of course there is the regular Schack line of flowers, foliage, shades, floral units, ornamental baskets and boxes, and many other lines too numerous to mention. The book is well worth sending for. It will be mailed upon request by the Schack Artificial Flower Company, 1739-41 Milwaukee avenue, Chicago.

Manual of Card Writing

Not only users and prospective users of the airbrush, but every show card writer will be interested in a new book that has just been issued by the Wold Airbrush Art Shop of Chicago. While it is called a catalog, it might with equal propriety be termed a treatise on airbrush operation and show card writing, for it contains a large amount of practical information on both of these important subjects. Indeed, it contains more real information than some of the books of instruction in show card writing that have been advertised during the past few years.

It contains instruction as to operating and caring for airbrushes, hints for beginners, airbrush colors, color blending, hints as to shades, stencils, suggestions as to the card writer's workroom, corner and border designs, alphabets, etc.

In addition a very complete line of airbrushes is illustrated and described in detail. A great variety of supplies for card writers is also listed, including lettering brushes, pens, colors, etc. This valuable catalog will be mailed upon receipt of a request sent to 716 West Madison street, Chicago.

Flowers for Easter

A decidedly interesting catalog of Spring flowers and an immense line of all kinds of decorative material has just been issued by the Botanical Decorating Company, 504 South Fifth avenue, Chicago. It is a beautiful example of the engraver's and color printer's art, the illustrations being in the natural colors of the flowers faithfully reproduced.

In this interesting book will be found many new ideas that were picked up by Mr. Elkan during his last European trip. Botanical flowers have always been regarded as the standard of decorative excellence and the 1914 line is the best that this company has ever offered. The new catalog will be mailed promptly upon request.

A Successful School

The remarkable success of the Koester School is testified to in a practical way by the fact that another move into larger quarters has been made necessary. Since the school was started this is the fourth time it has outgrown its quarters and had to secure more room for the ever increasing number of students.

On January 1st the school moved from its location on Jackson boulevard, into the Dry Goods Reporter Building, where it occupies two entire floors. This doubles the space of the old quarters which were somewhat crowded, and furnishes ample space for many improvements in equipment that will make the Koester School better than ever. Both floors have been fully equipped with new fixtures and there have been built in a number of additional show windows in which the students will work, giving them the same experience they would acquire in actual window work.

There will be separate class rooms, the window trimming classes occupying the entire third floor and the card writing, advertising and other classes having separate rooms on the fourth floor. The advantages of this arrangement will be at once apparent. The Dry Goods Reporter Building is admirably adapted to school purposes. The location is in the heart of the down-town district, not far from the big stores of State street. It is fireproof and of the most modern construction. One of its chief advantages is that it has an abundance of daylight.

With this move a number of new features have been added. One of them is a course in Scenic Painting, which will be up to the Koester high standard of efficiency. The officers of the Koester School state that they have many new things for the coming season, including the 1914 drapes which they say are among the most artistic and effective that have ever been designed.

A New Flower Catalog

Every decorator and every retail merchant will find a lot to interest him in the new Easter circular that has just been issued by Carl Netschert of Chicago. It shows an exceptionally well selected line of flowers and other decoratives for the coming spring season. In addition to the latest ones, one you will find all of the old favorites that have stood the test of time.

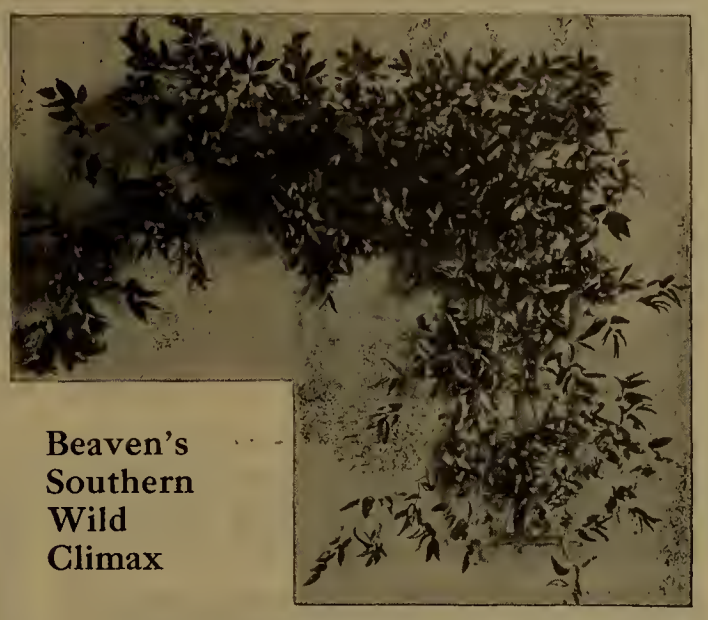
Mr. Netschert is now located in the famous Tower Building on Michigan avenue. His commodious show rooms have perfect daylighting facilities, which is a material advantage in the selection of delicately colored flowers. Mr. Netschert cordially invites the decorator or merchant to visit his show rooms and inspect the wonderful exhibit of art flowers. If prevented from calling, they are urged to send for his Easter Circular No. 203, which will be forwarded upon receipt of a request addressed to Carl Netschert, 12 to 22 No. Michigan Avenue, Chicago.

President Potter in Southwest

PRESIDENT POTTER has been making a flying trip through the Southwest. And on his way he has been booming things for the International Association. In Dallas, Tex., he was tendered a banquet by the local association of window dressers as well as the merchants and advertising men of that progressive city. Mr. Potter made an address in which he outlined the history of window trimming and told graphically what an important part it plays in the mercantile world today. President Potter also addressed the Dallas Advertising League on the relation of the window dresser and the advertising man.

Nature's Best

is expected, yes, demanded in the Springtime and at Easter. Make a hit with the ladies in your town by decorating your store and windows this season with nature's own foliage. Women shoppers are tired of looking at the artificial and crude imitations of nature's beautiful green products. We say again,—"Back to the Soil."



Beaven's Southern Wild Climax

For This Easter Season

To make your decorations—both for the interior and windows—attractive and right you will want

Beaven's Palm Leaves

May crop is unusually good this Spring and you can use a lot of Palm Leaves and Palm Crowns because, they are mighty effective, yet inexpensive. Prices quoted below.

Beaven's Fadeless Moss

is just the thing for carpeting your show windows and splendid for a variety of other uses at this season. Beaven's Green Sheet Moss (fadeless) costs you only $5.00 a sack.

Beaven's Floral Decorations

(partial list and quotations given below) are a selection of the very best that Nature has to offer. Try them at our risk. Entire satisfaction guaranteed or no money expected. Write for descriptive booklet.

Beaven's Southern Wild Smilax comes in almost any size, from sprays 2 to 6 feet long to vines exceeding 30 feet in length. It retains its fresh green color and appearance. It is real and shows it; and it is not expensive. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

		Each	Dozen	Per 100
Long Needle Pines As beautiful as palms in decorations.	2 ft.	10c	$1.00	$6.00
	3 ft.	15c	1.50	9.00
	4 ft.	20c	2.00	11.00

Chamerops Palm Leaves
Sabal Palm Leaves — 25c per doz., $2.50 per 100

		Each	Dozen	Per 100
Chamerops Palm Crowns Our native palm plants with their roots removed.	3 ft.	15c	$1.50	$11.00
	4 ft.	20c	2.25	15.00
	5 ft.	25c	3.00	20.00
Southern Grey Moss	25 lb. sack		$3.00	

Satisfaction (and more) absoluteiy guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than the new reduced merchandise rates.

Prompt Shipment

Edward A. Beaven
Evergreen, Alabama

By Fast Freight Express or Parcel Post

The Wold Model "A-1" Air Brush

We have 17 different Models to select from, prices ranging from $9.00 to $31.50, suitable Air Compressors and the best line of Card Writers' materials. This space is too small and too expensive to tell you all about it. A postal will bring you our 1914 catalog M with convincing editorials from our customers.

THE WOLD AIR BRUSH ART SHOP,
716 W. Madison St., Chicago.

Actual sizes of Brush and Parts

PRICE $19.80



BEAVER BOARD



The Fordyce Co., Youngstown, O., has produced a trade-winning window-display here.

Simple, Tasteful, Effective

IT'S the kind that leads the shopper straight into the store. Much of the charm is in the beautiful BEAVER BOARD background. The simple panel arrangement and dainty stencil design add to the effectiveness of the whole display.

BEAVER BOARD is ideal material for window-trim backgrounds. It is easily, quickly put up, light in weight, yet rigid and permanent. A wide range of convenient sizes aids the window trimmer in securing any desired effect.

Write for free booklet "BEAVER BOARD for Window Trims" and painted sample.

The Beaver Board Companies

United States: 320 Beaver Road, Buffalo, N. Y.
Canada; 520 Wall Street, Beaverdale, Ottawa
Great Britain: 4 Southampton Row, London, W. C.

BEAVER BOARD — PURE WOOD FIBRE

Trade Mark

LEARN TO

PAINT $IGNS and SHOW CARDS



THERE'S MONEY IN IT

I'll teach you personally — by mail — you'll succeed — wonderful field. Easy terms. Thousands of merchants need help. Price Cards, Sale Cards, Window Cards, Banners, Signs, Etc., are used in enormous quantities. Crawford, B. C., writes, "**Earned nearly $200.00 since taking course.**" Parrot, Okla., says, "**Earned several times cost of course since enrolling.**" Gold lettering on glass and wood, valuable feature of course. You learn everything from the ground up. When your course is completed you should be an expert. Knowledge of sign and show card writing helps you wherever you are. Thousands employ sign writers. Pay is good—work easy and fascinating—hours short.

Earn $18 to $45 a Week

Many of our students now make more than this operating a business of their own. My instruction is unequalled because practical, personal and thorough. Twenty years experience as a sign writer back of the course. Natural talent unnecessary. **Earn while you learn.** Do practice work at reduced prices—help pay for course. Fritzner, Minn.: writes, "**Did job recently and got $10.00, profit $7.05.**" Just think — did this after only one lesson." We assist graduates to get positions. Write for large, complete catalog A3, pictures and testimonials of graduates, samples of work, terms, etc. Address me personally.

Detroit School of Lettering

Chas. J. Strong, Founder Dept. 1702 **Detroit, Mich.**
"Oldest and Largest School of its kind"



Handsomely bound Leatherette Cover.
Size of cover 8½ x 10½, lettered in gold.

STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone: — Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over $4,000. They are printed on finest enamel paper.



The price of Strong's Book of Designs is only **$3.50** Shipped Postpaid on Receipt of Price.

THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.

Something New, Novel, Artistic, Classic

OUR NEW TWENTY PAGE CATALOGUE

Will Help You Plan Your Spring Opening

Twelve pages in natural colors.
One page of backgrounds.
Two pages showing windows of some of our customers such as Marshall Field & Co., Joseph Horne & Co., The T. Eaton Co., etc.
Five pages of designs in black and white.
If you have not received this **Catalogue,** write at once.

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Ave.

CHICAGO



No. 311
SMILAX
Best Grade
Doz.....$0.90
Gross..... 9.00
No. 311a
Doz.....$0.65
Gross..... 6.50
No. 311b
Doz.....$0.50
Gross..... 5.00



No. 312a
WILD ROSE VINE
6 fine sateen flowers, 15 leaves.
Dozen yard.....$ 1.50
Gross yards.... 15.00



No. 376
CRIMSON RAMBLER ROSE VINE
18 leaves 4 clusters of flowers, red, white, tea or pink.
Dozen yards....$ 3.50
Gross yards.... 35.00



No. 378
DAISY VINE
4 large beautiful sateen flowers, yellow or brown centers, 15 muslin leaves.
Doz. yards.....$ 2.25
Gross yards.... 22.50



No. 310a
ROSE VINE
3 nice open muslin roses, 12 leaves, roses in any color.
Dozen yards....$ 1.50
Gross yards.... 15.00



No. 379
GIANT MORNING GLORY VINE
Very showy and attractive, 4 large flowers, 12 leaves.
Dozen yards....$ 2.50
Gross yards.... 25.00

Better Backgrounds for Spring

¶ Do you know that the kind of backgrounds you really want and need to strengthen your merchandise and make your window a real selling power can be found in the Studios of

Bodine & Black

856 N. State Street · Phone North 4136

CHICAGO

¶ We are specialists in design, tone, color and architectural arrangement for complete settings. We can also furnish you with any architectural or decorative detail you may require for your windows.

¶ There will be unusually strong competition for business this spring and you will do well to develop every bit of selling power that lies in your windows. Let us help you.

Decorative Paintings—Relief Ornaments—Urns—
Vases — Pedestals — Dividers — Special Stencils



Another Practical Suggestion for Using Compo-Board

How You Can Know the Genuine
Compo-Board

Send to us for a free sample—notice the construction. It is not simply several layers of card-board pasted together. **Compo-Board** is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Compo-Board is stronger, more durable than lath and plaster, or any of its substitutes. Impervious to cold, heat and moisture. Test by soaking in water with any or all of the so-called substitutes. Fourteen years of severe tests have proven its superiority.

Sample and Book Free. Tells in an Interesting Way All About This Modern Wall Board.

Northwestern Compo-Board Co., 1404 Lyndale Ave., No. Minneapolis Minn.

When in Chicago

you are cordially invited to call at my new location and inspect the wonderful exhibit of

Art Decorative Flowers

which I am able to better show in my

Day Light Show Room



If prevented from calling on me at this time, write for my Easter circular No. 203, which contains the latest novelties.

Carl Netschert

12 to 22 No. Michigan Avenue
CHICAGO

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Spring Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading window trimmers throughout the country.

¶ In stock in convenient size in many different colors and patterns. Write for samples.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



Let us send you a set of actual photographs of these marvelous wax figures.

Life-Like Wax Figures Are The Latest Window Attractions

The greatest stores in America, such as Marshall Field & Co., Mandels', Stevens' and others, of Chicago, Macy's, Gimbel's and others of New York, created a sensation last Fall with the wonderful true to life Wax Figures used in their windows.

You Will Want Similar Figures For Your Spring Opening

We make it possible for you to pick out these figures from actual photographs—we send you a complete set of these photographs at no cost to you—you can pick out just what you want the same as if you saw the actual heads and figures.

Knowing that there would be a big demand for the finest kinds of Wax Figures, we made special preparations and now have on hand one of the largest and finest lines in this country.

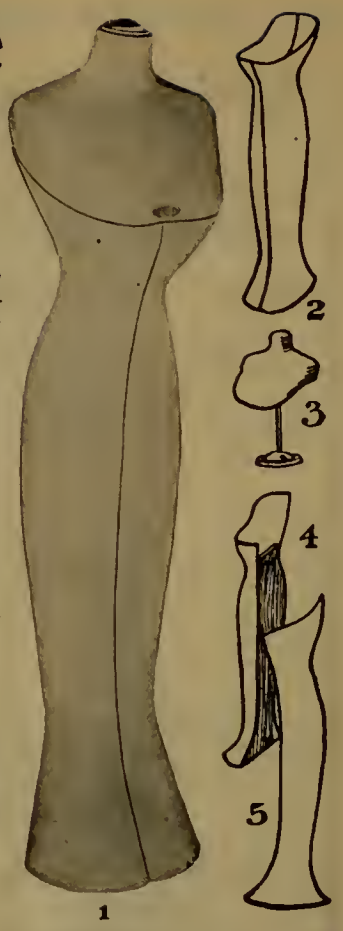
In order to make it worth while for you to order early, we are this month making a special offer on the figure illustrated herewith—a $55.00 figure for $27.50.

Also Get Our 5-in-One Drape Form

This form can be used in showing every possible kind of drape or for showing ready-made garments, waists, etc. The full figure subdivides into bust form, three-quarter form, and two half shell drape forms.

Finished in white with flesh colored enameled bust. A standard is furnished with each form in order to attach to bust form when separated from top of complete form.

You get five forms at the price of one—$7.50 for complete set.



SPECIAL

This wonderful lifelike Wax Form made with adjustable half wax arms, human hair, latest model full length papier-mache body, metal base and any color hair or eyes. A high class $55.00 form. Special price, $27.50. Attachable feet, $5.00 extra.

Manufacturers of Everything in Store Equipment and Store Lighting

Superior Brass & Fixture Co.

316-318 West Jackson Boulevard, CHICAGO

Most useful draping form made. You get 5 forms for the price of one.

$21.00 worth of forms for **$7.50.**

"Apple Blossom Time in Normandy"



THE above you all recognize as the name of a very popular and a decidedly sweet song. It will soon be apple blossom time with all of us, and all of you can use apple blossoms in your spring decorative schemes.

We are offering you a special this spring in apple blossoms at

Forty Cents a Gross

Our new catalog in colors shows an endless variety of artificial flowers, vines, leaves, garlands and festoons. This catalog shows you just what to order for spring and just where you can make your appropriation for spring trims go the farthest.

Write today for your free copy of our big new catalog in colors

The Botanical Decorating Company, 554 So. 5th Ave., Chicago



Apple Blossom Sprays
from $6.00 Gross Up

MR. DECORATOR— Everything comes to him who goes after it.

A postal will bring you our latest Spring Catalogue showing the greatest line of

Artificial Decorative Goods of Original Exclusive Designs

also Standard Patterns Fireproof Flowering Vines, Branches, Sprays, etc., from $6.00 per gross up. Samples cheerfully furnished. Write us your wants, we can take care of you in the right way and save you money.

J. HARTWIG CO., The House of Originality

Manufacturer and Importer of Artificial Decorations

28 Pellington Place : : Brooklyn, N. Y.

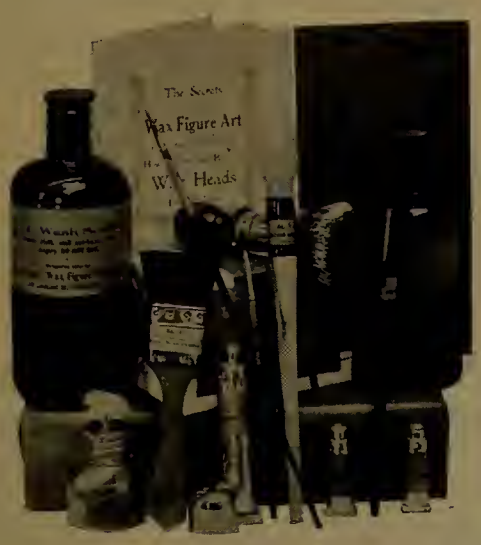
SHOW ROOM, 738 BROADWAY, NEW YORK

NOW IS THE TIME TO CLEAN AND REFINISH WAX FIGURES FOR SPRING

YOU CAN DO IT—WHY NOT?

Complete (Oil Finish) Outfit for Cleaning and Refinishing Wax Figures, including Formula of all materials used. The only practical working outfit on the market with which you can obtain the same high class finish to the Wax Heads as executed at the factory. Successfully used by the most prominent stores everywhere.

Oil Finish Outfit No. 5. Ready for immediate use. Consists of the following:



Enough materials, ready prepared, to clean and retouch 100 Wax Figures.

A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows.

Book of instructions carefully explaining how to clean and retouch Wax Figures (Real Oil Finish).

Full instructions are also included on the repair of broken or damaged wax heads, arms, hands, etc., and resetting eyelashes and eyebrows.

With the above outfit we also include a complete formula of all materials. with full directions how to prepare them for use.

All materials can be purchased in your own city, and are very inexpensive. **Price for outfit, including formula, $5.00**

Oil Finish Outfit No. 8 includes enough materials, ready prepared, to clean and retint (oil finish) 100 wax heads including wax arms and hands. A complete equipment of necessary tools required for the work, including instrument to reset eyelashes and eyebrows. Book of instructions carefully explaining how to clean and retint Wax Figures like new, with full instructions how to repair broken or damaged wax heads, arms. hands, fingers, also how to reset eyelashes and eyebrows. **Not including the formula of materials.**

Price of this outfit . . $3.00

ORDER THIS BOOK—TO-DAY

LEARN TO CLEAN AND REFINISH WAX FIGURES

Others have done so. Why not you?

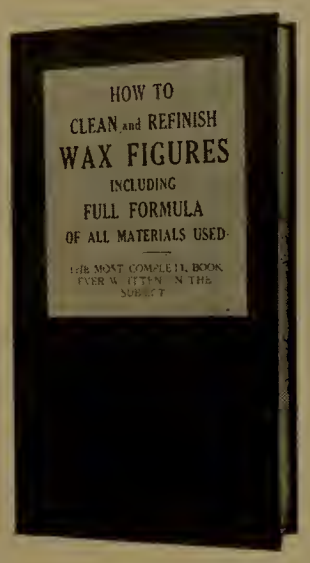
This Book gives explicit instructions for Cleaning, Refinishing and Repairing, Wax Heads, Arms, Hands. Resetting Eyebrows and Eyelashes.

The full formula of all materials used in this work is included.

This work is very simple and can easily be mastered by any Decorator, Merchant or Cardwriter.

All materials named in the formula can be purchased in your own city.

Price . . $2.00



Oil Finish Outfit No. 6 includes our book of instructions fully explaining how to clean and retint (oil finish) Wax Figures, with full instructions how to repair broken or damaged wax heads, arms, hands, fingers, also how to reset eyelashes and eyebrows. A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows. a complete formula of all materials with full directions how to prepare them for use. (Not including any prepared materials.)

Price of this outfit . . $3.00

Invented and Sold Exclusively by **The Harrisburg Wax Figure Renovating Co., 335 Crescent St., Harrisburg, Pa.** *Send for our catalog it's interest ng*

NO BETTER
TROLLEY MADE
AT ANY PRICE



Columbia Garment Trolley

Here is your opportunity Mr. Merchant to buy direct from the manufacturer an extension clothing carrier which combines every quality that makes the **Columbia** absolute perfection.

The roller bearings are of hardened steel and practically frictionless, easy to operate, will wear a lifetime. The **Columbia Trolley** is very heavily nickeled over copper insuring a rustproof and durable finish.

Write at once for illustrated catalogue and all particulars

HARDWARE SUPPLY CO., *Manufacturers*, Grand Rapids, Mich.

For Your Spring Display Use

Carter's Famous Greens

and you will be more than pleased with the many clever ideas which can be executed that will greatly improve the appearance of your show window and interior displays.



Prompt service, lower prices and better goods—that's why the demand for **Carter's** Greens has been steadily increasing. You get good, clean stock, right from the woods. Order filled same day as received. **Express Rates Lower Than Ever.**

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft., weight 50 lbs., Price, **$4.50**
Case No. 2 contains 400 sq. ft., weight 30 lbs., Price, **$3.50**
Case No. 3 contains 300 sq. ft., weight 25 lbs., Price, **$3.00**
Case No. 4 contains 200 sq. ft., weight 20 lbs., Price, **$2.50**

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per doz. **$1.25**
Per 100 **$7.00**
Chamaerop Palm Crowns Per doz. **$2.00**
Chamaerop Palm Leaves Per 100 **$2.00**
Sabal Palm Leaves, the large kind Per 100 **$2.50**

MAGNOLIA FOLIAGE

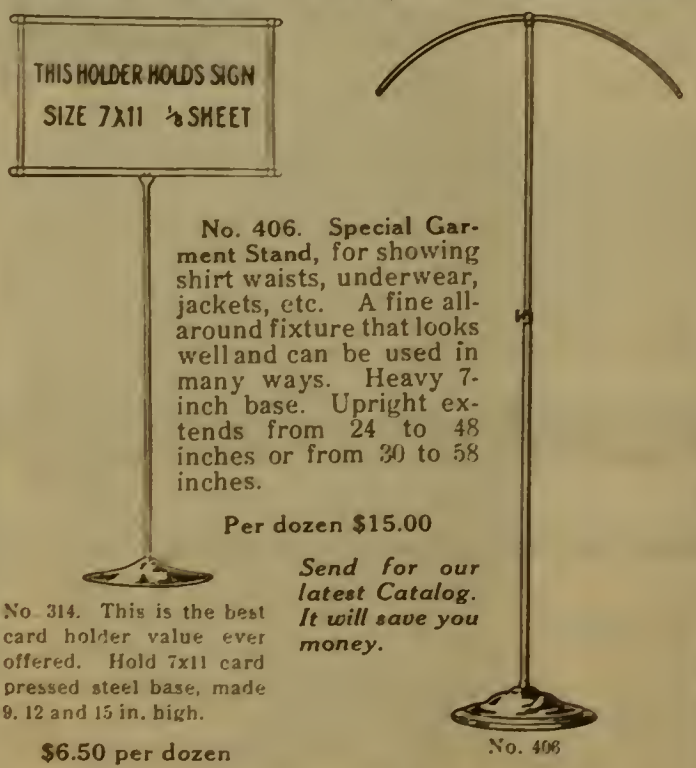
Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, free from trash or sticks; per sack of 15 lbs **$2.00**
Fadeless Green Sheet Moss, free from trash or sticks; per sack of 100 sq. ft. **$4.00**

Laurel Festooning, Heavy Grade, 5c Per Yard

GEO. M. CARTER :: EVERGREEN, ALA.

These Are Fixtures You Always Need



No. 406. Special Garment Stand, for showing shirt waists, underwear, jackets, etc. A fine all-around fixture that looks well and can be used in many ways. Heavy 7-inch base. Upright extends from 24 to 48 inches or from 30 to 58 inches.

Per dozen $15.00

Send for our latest Catalog. It will save you money.

No. 314. This is the best card holder value ever offered. Hold 7x11 card pressed steel base, made 9, 12 and 15 in. high.

$6.50 per dozen

No. 406

D. J. Heagany M'f'g Co.

1121 W. Washington Blvd. Chicago

Winter Fixtures

The Standard of Quality and Style



For the latest ideas in the design and construction of

Store Furniture

Write to

Winter Company

Sheboygan MANUFACTURERS Founded 1865 **Wisconsin**

Representatives at All Principal Centers

Write for catalog 141R



Color Bottle Color Cup

One of the many popular models of PAASCHE'S "3 in 1" Air Brushes.

For Leading Merchants and Department Stores

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering, and finishing your old fixtures, making them look new, and for numerous other purposes.

USER'S OPINION

Regarding Model "D"-2 Air Brush received through the above firm will say that this new model "is great." Have used air brushes for the past five years or more but have never worked with a better tool. Yours very truly.

ROY M. ARMOND, care of Alexander Reid & Co., Virginia, Minn.

I like my Model "E"-2 Brush better than any I have ever seen. "It fills all the requirements and covers a larger range of work than any other brush I have ever seen or heard of." Yours truly

O. R. BOUNDS, Lapwai, Idaho

It gives me pleasure to state that your Model "F"-2 Air Brush has given entire satisfaction. I am a student earning all my expenses in the card writing business and consider the air brush most indispensable for my work.

McCASKILL (The Student Sign Man) Austin, Texas

The Model "H"-2 Air Brush bought of you recently has been in constant use and has given entire satisfaction. There is no limit to the variety of effects that can be produced with it and the card writer that does not use one, is, I think very much handicapped in his profession. Thanking you for your prompt attention, I am

Yours very truly.

W. E. REID Cheraw, S. C.

USE PAASCHE'S AIR BRUSHES. THE BEST ARE NONE TOO GOOD

It is a most profitable investment. Our catalog will interest you. Write now

Paasche Air Brush Co. MANUFACTURERS

5 S. Clinton St. CHICAGO, ILL.

KADY SUSPENDERS



supply the important suspender requirement—comfort. Supplementing this are their neatness of style, lightness and strength.

Only the highest grade flexible webbing goes into the making.

The soft, smooth fitting bandsare adjusted bythe

Double Crown Roller

apatented feature. Conforms as can no other device, to every movement of the wearer's body, without slightest suggestion of strain or binding.

Kady Suspenders are quick to make new friends. Their popularity is steadily increasing among men who appreciate Suspender desirability.

Retail at 50c & 75c

Prices to dealers $4.00 and $4.25 the dozen. Store cards and other valuable selling aids furnished free to the trade.

THE OHIO SUSPENDER CO.
Mansfield, Ohio

Makers of all kinds of suspenders, belts and garters

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



MY CATALOG contains a complete list of everything the sign and show-card writer needs.

THE D. S. of L. BLUE HANDLE BRAND BRUSHES

for every purpose are listed and illustrated—your favorite brush is there. We have a large showing of French made brushes. There are no better brushes made. Each one is a work of art.

SAVE MONEY ON YOUR SUPPLIES

You not only buy better supplies from us but you will save money. Hundreds of stores doing their own show-card work use "Strong's" Supplies. The best card-writers and sign men are big users. You need our catalog as a guide to safe and economical buying of lettering tools and materials. Write today for

"STRONG'S" SUPPLY CATALOG

Address, Supply Dept.,

DETROIT SCHOOL OF LETTERING

CHAS. J. STRONG, Founder

DETROIT **Est. 1899** **MICHIGAN**

IMITATION **GRASS RUGS** ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street NEW YORK

Annual Prize Contest 1913

Closes December 1, 1914

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparativey small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc. Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current mouth.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before July 31, 1913.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

Sales—Under this head shall be considered the effect of the display in making sales.

Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street CHICAGO, U. S. A.



Are You Using the Nuway Indispensable Wood Fixture?

The best and easist to drape fixture on the market.
The *Indispensable* is one hundred stands in one.
All tops are changeable, and no tool necessary.
This stand has been my right bower for years, especially for all rapid work.

Finished in mahogany, mission or golden oak.

Write for descriptive folder for prices of the Indispensable and its various fittings.

DAVID B. CHAMBERS, 1533 West 24th Street, DES MOINES, IOWA



BICYCLE Rolling Ladders

are made in many styles and to fit all kinds of shelving

Send for catalog giving full description and prices

THE BICYCLE STEP LADDER CO.
61 W. Randolph Street, CHICAGO, ILL.

A Handsome Wax Figure



adds more to the attractiveness of a window than almost any other article in the display equipment.

Don't forget that in addition to our line of Fixtures and Forms, we also make an assortment of Wax Figures, unsurpassed by any in this country. **"Barlow"** Figures almost talk.

No. 10 catalog gives further information

THE BARLOW COMPANY
79-B Race Street
HOLYOKE - - MASS.

The Advertising World
Monthly Magazine

The Magazine that Helps;
The Retail Merchant's Standby;
It is missed when time expires.

Contains more Helps, Hints, Suggestions, Specimen ads and explanatory contributions than any other publication. Intended for all retail merchants, window decorators, and those in any way interested in preparing advertising matter.

60 cents pays for one year's subscription including our revised booklet of 3671 Advertising Catch Phrases. Money back if not satisfied. Sample of magazine for stamp.

THE ADVERTISING WORLD
COLUMBUS, OHIO

Easter Decorations

Lowest Priced House in This Business

Easter Lilies
Apple Blossoms
Wistaria
} all kinds; all prices
Electric Light Shades

If it is decorations, we make it.

Send for Samples. No Catalog

M. Sylvester, 150 Bleecker Street New York, N. Y.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

Spring and Easter Stencil Designs For the Air Brush

A set of six ready to cut stencils, with a sketch in colors of each subject, prepaid for.....$2.50

Wild rose border
Spray of pansies
Tulip with stem and leaves
Conventional tulip design
Spray of Easter lilies
Chicks drinking, for Easter

These are only a few of the many stencils we have suitable for all seasons, and kinds of trade.
Tell us what you want and we will furnish you with it.
Get a flower sketch and Airbrush information for the asking.

L. O. BUTCHER & BRO.
M-1, 675 W. Madison St., Chicago, Ill.

KOESTER SCHOOL BOOK OF

DRAPING



By GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes
Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
Miscellaneous Form Drapes
Arm Form Drape
Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping
Panier Drapes
Flanelette Drapes
Children's Form Drapes
Wax Figure Drapes
Waist Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of $3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago

Plan Your Spring Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only $1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO



How To Get Trade?

This is the all important question that is constantly uppermost in the mind of the aggressive retail merchant.

A book that is filling the popular demand among Up-to-Date Merchants and Advertising Men everywhere is

SALES PLANS

A collection three hundred thirty-three business-bringing Sales Plans and Practical Advertising Suggestions that have been used successfully by well-known stores. The book is divided into sixteen chapters, as follows:—Special Sales, Selling by Mail, Store Expositions, Getting Holiday Business, Christmas Schemes, Co-operative Advertising, Store Papers, Souvenirs and Premiums, Getting Trade Through Children, Money-making Ideas, Contests, Needle Work, Voting, Guessing Contests, Package Sales, Sensational Advertising.

Printed on best paper, size 6½x9 inches, fully illustrated with reproductions of Advertisements, Circulars, Posters, Letters, etc.

Shipped prepaid to any address on receipt of
$2.50 for Cloth; $3.00 for Full Morocco

The Merchants Record Co. Publishers 315 Dearborn St., Chicago



This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only $1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

8 New Year's Windows.
White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
Washington's Birthday Windows.
8 St. Patrick's Day Windows
Spring Opening Windows.
Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
6 Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
5 Thanksgiving Windows.
4 Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission. etc.*
10 Sale-Windows.
Bas Relief Backgrounds.
Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50.

Merchants Record Co., 431 So. Dearborn Street Chicago, Illinois

Increase Your Salary

$10.00 TO $25.00 A WEEK

by learning to write Cards, Signs and Price Tickets. It isn't real work to do this "when you know how," and the art of lettering is easy to learn with a set of

The Card Writer's Charts

which consist of seventeen heavy cards 8½x11 inches, beautifully printed in six colors, inclosed with sixteen sheets of ruled practice paper in a strong covered box.

Price :: $1.50 Postpaid

This valuable work has been the means of raising the salaries of hundreds of trimmers and clerks whose employers have been pleased with their enterprise and added value to the business.

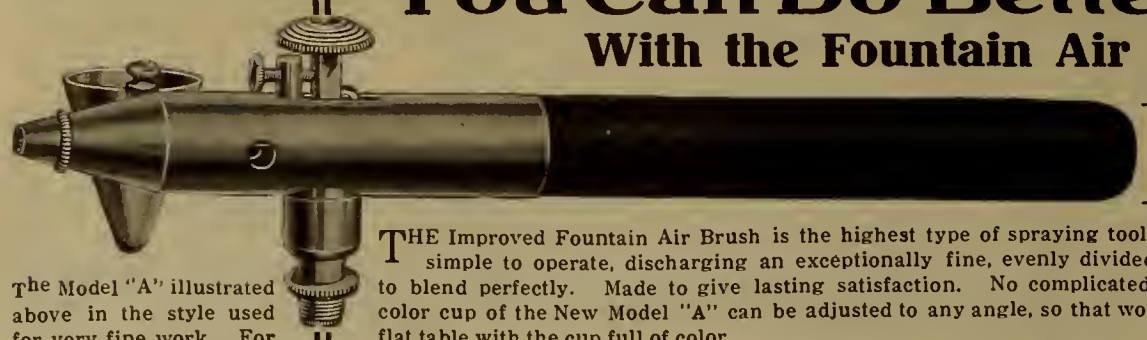
Send order and remittance to

The Merchants Record Co.
315 DEARBORN STREET :: CHICAGO

Toying with Millions in Business

In this country there are three corporations that are regarded as the three richest and most powerful trusts in existence. One of these three corporations recently made three experiments in advertising on a gigantic scale. The risks were enormous. It was virtually toying with millions. The results of these three experiments startled the corporation—and that corporation's entire selling policy has been shaped on the results. These experiments and the results—with all the names, facts and figures—are described in detail in the new book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses," by Henry S. Bunting, the advertising editor and author, who spent six years investigating his subject. There are thirty-five chapters in which every phase of the premium-giving method of getting trade is considered. This book is free with one year's subscription to the Novelty News, the great magazine of general business devoted to the advancement of advertising and selling methods. The subscription is two dollars. The book is free. The address is 222 South Market Street, Chicago.

You Can Do Better Work
With the Fountain Air Brush



The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

Cardwriters Pure Red Sable
One Stroke Flat Brush

For a clean stroke letter it has no equal.



Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

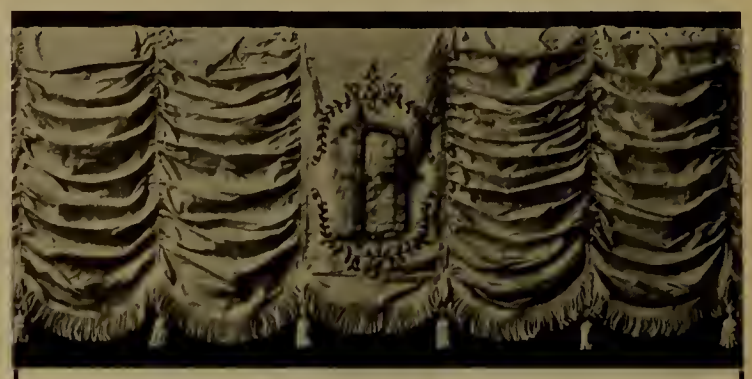
Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1913 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Show Window Shades
and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

made and sold by us—will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your window trims that final completeness so necessary. Order now.

GET THE GENUINE

The Art Window Shade Company
2411 North Halsted St. CHICAGO, ILL.

Write today for catalogue showing great variety of styles and prices.

A Help for the Card Writer

Every show card writer can get a lot of practical benefit from

Hess' Portfolio of Alphabets

This portfolio is new throughout and contains 29 unusually good alphabets—26 for the pen and 3 for the brush. They are full size, being lithographed on pages 11 x 14 inches. Whenever necessary the various strokes have been indicated by arrows. These are all practical, workable show card alphabets and the beginner will find them a big help in his work. Even the most experienced card writer can get pointers from them that will be worth many times their cost. Included with the alphabets are 100 ornamental panels for initial letters, to be pasted on cards. There is also instruction for mixing colors. All of this, express prepaid for $1.00 and if you're not satisfied you can have your money back without argument.

G. Wallace Hess, 1405 Olive Ave., Edgewater Station, Chicago

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WANTED—Representatives everywhere to report information, names, etc., to us. We have contracts to supply big M. O. Firms, Manufacturers, etc. No canvassing. Spare time. Big Pay. Enclose stamp. Address National Information Sales Company, BHR, Cincinnati, Ohio.

WANTED—Experienced window trimmer and cardwriter. Good salary. Must furnish first-class references. State salary expected. Address Jenss Bros., Niagara Falls, N. Y.

WESTERN POSITIONS—Orders are beginning to come in rapidly for window trimmers, salesmen, department managers in anticipation of the opening of spring business. If you wish to secure a position with some strong merchant in the West, now is the best time to file your application. Write Business-Men's Clearing House, Denver, Colo.

SALESMEN—We have openings for two experienced wood window display fixture salesmen, on straight salary. Only experienced men need apply. State experience. We manufacture the most complete line in the country. The Oscar Onken Co., Cincinnati, Ohio.

POSITION WANTED

POSITION WANTED—Window trimmer wants position in the West with dry goods or department store where high-class work is appreciated. Address Box 227, care Merchants Record and Show Window.

POSITION WANTED—Expert window dresser and cardwriter specializing in men's wear, wishes to connect with a live, progressive concern. Ten years' experience with the finest clothing stores in the country. A-1 references. Address Box 228, care Merchants Record and Show Window.

HOW DO YOU DO WITHOUT GENUINE CEYLON PRECIOUS STONES AND PEARLS ?

A SAMPLE PACKET 100 carats cut and polished stones or 20 carats Pearls for 75 cents, post free to any address in the world on receipt of price. Send International P. O. Money Order. Write today. List free. Established 1878.

Messrs. A. S. Fuller & Co., South Porcupine, Can., say:—"Blue sapphires received O. K. Many thanks."
Capt. G. H. Walden, Maymyo, says:—"Much pleased with Green Sapphires received by my wife."

J. WICKRAMANAYAKA & CO., Gem Merchants, Kalutara, Ceylon

PERFECT AIR BRUSH INKS

Snowberry Air Brush Inks are the result of years of careful experimenting, THEY ARE ABSOLUTELY PERFECT. Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. $4.00
Sample Order, c. o. d., 7 half-pints, different colors. 2.25

ROBERT HOSKIN, Manufacturer
625 Greenwich Street NEW YORK

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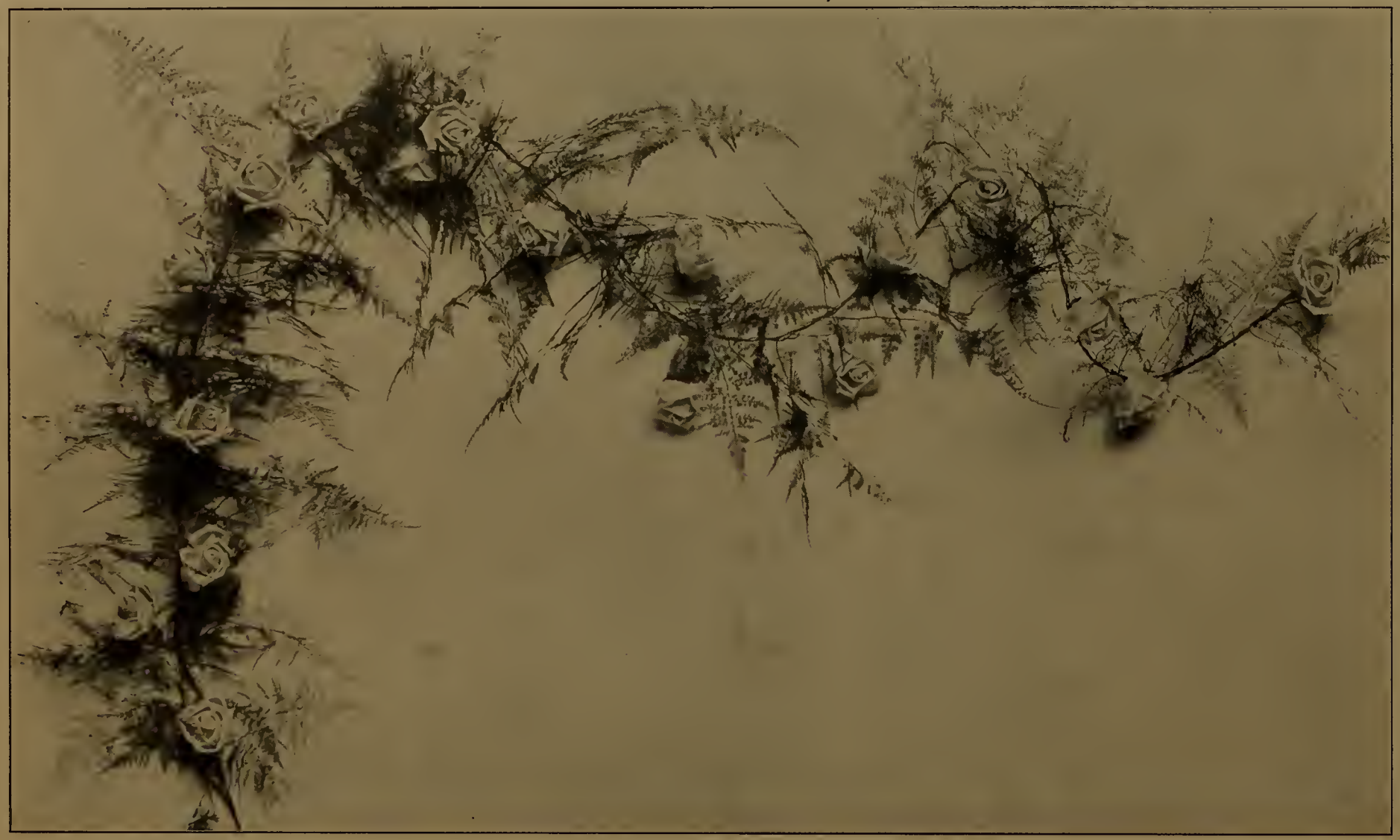
Flower Decorations mark "*Prosperity*" and give a touch of Aristocracy.

Write for Our Catalogue No. 48 — Mailed Free

Showing a complete line of the most appropriate and seasonable Decorations including Blossoms of all kinds, Wistarias, Lilies, Jonquils, Hyacinths, Tulips, Roses, Natural Prepared Birch, Smilax, Asparagus Ferns, Palms, Etc.

FRANK NETSCHERT COMPANY

61 Barclay Street, New York





Let us help you plan your Easter Decoration. Estimates and suggestions furnished without obligation.

Write for our 32 page Catalogue No. 48 illustrated in colors mailed free.

FRANK NETSCHERT COMPANY

61 Barclay Street : : : : New York

Manufacturer and Importer of Artificial Flowers, Decorative Plants, etc.

Easter falls on April 12, 1914

No Spring Decoration complete without Spring Flowers

Curtis Says **"Get This Catalog!"**

Every Progressive Merchant Needs It



Display of merchandise is a vital factor in your business and you can't afford to neglect it.

Send for this book *now*. Your copy is ready for you and a post card will bring it by return mail.

It contains 288 pages of snappy, up-to-the-minute display equipment and a host of "live" ideas that will "help you sell your goods."

Show Window Valances

will add more "tone"—more dignity—more exclusiveness to your front than any other item. Valances are an investment—not an expense, for they will add valne to your display.



Special Pattern No. S.A.

This and all similar special designs are made to order only and a great variety of materials may be used. Your monogram, trade mark or device may be worked in the center of these valances at slight expense.



Stock Pattern No. J.J.

This pattern and many more similar ones are carried in stock at all times. The body of this valance is natural colored crash linen embroidered and appliqued in cream color and finished with ball fringe.

Send for Folder of Designs

In it are shown illustrations of Austrian Puff Valances, specially made flat embroidered and appliqued designs and numerous imported stock patterns for immediate delivery.



No. 1906

No. 1906 is an ideal form for men's coats and vests or for overcoats. It is strongly made and perfectly modeled. Body is black jersey covered and is mounted on extensible standard and heavy base in any finish desired. A better form cannot be made.

The brightest windows in almost every city in the country are illuminated with our *Show Window Searchlights*. Ask the man who uses them. He will tell you that he gets better light at lower cost than is possible with any other product.

Ask for Window Lighting Booklet



The Visor

CURTIS-LEGER FIXTURE CO.

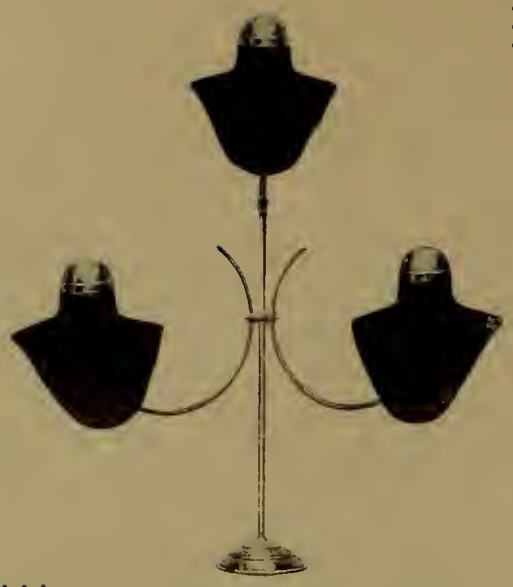
237 Jackson Blvd. **CHICAGO**

MERCHANTS RECORD and SHOW WINDOW



J.C.Bodine. '14

VOL. XXXIV—NO. 3 MARCH, 1914

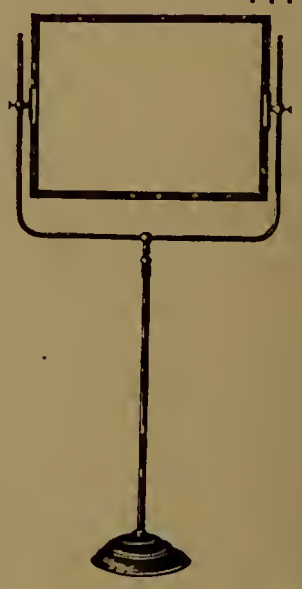


Norwich Fixtures

The Leaders in the Fixture World

Try Them and See Why

We show here two of the newer designs, one for displaying lace collars and things of like nature, the other for draping goods in the piece. Supplement No. 4 gives full description and prices. Send for a copy to-day.



The Norwich Nickel & Brass Co.
Norwich, Conn.

Salesrooms

New York
712 Broadway

Boston
26 Kingston St.



One of the windows of Stern Bros., New York, equipped with "Pittsburgh" Show Window Reflectors

Write for Booklet "Show Window Lighting."

Pittsburgh Reflector & Illuminating Co.
3117 Penn Avenue : : Pittsburgh, Pa.

Your Show Windows



form a large part of the expense of your store, not only in time and material used in their trimming, but a large part of your rent is based on their potential value; but they are absolutely necessary to any retail business. This expense must be incurred. Are you getting the maximum results that might be obtained?

The average window trim is under artificial light one-half the time, and, if properly lighted, is then most effective.

Are Your Windows Properly Lighted?

You can pay large rent for your show windows; you can hire the best of window trimmers, but if you neglect the proper lighting you will cut down the effectiveness of your windows largely.

Walk across the street and look at your windows. Are they attractive and alluring, or does the trim, no matter how good, look obscure from this point? ***"Pittsburgh" Show Window Reflectors*** will give your windows life, character, individuality and a pulling force even from this distance. The cost is nominal.



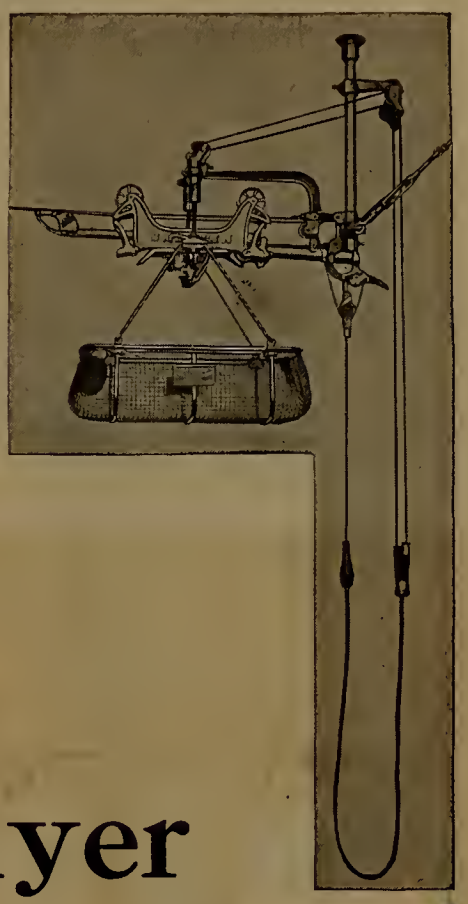
Two Annular Ball-bearings in each wheel having hardened steel balls in each with hardened steel cones and racers, and a dust proof cap on each end of Hub.

Good Carriers

Made Better by Using

Ball Bearings

WE thought it simply impossible to make asingle improvement on our *Baldwin Flyer* Cash and Package Carrier but we tested these "Patent applied for" ball bearings in busy stores on long lines, and found such a real improvement that we decided on the added expense. Because we think results will prove



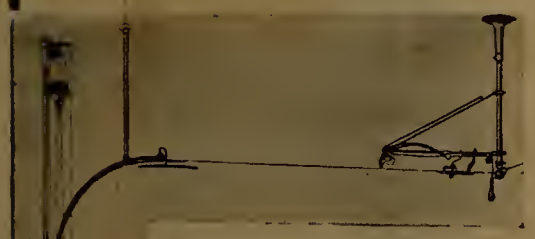
Better Service to Our Customers.

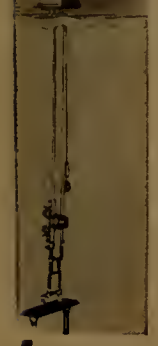
WHEN we are perfectly sure of giving *more* than Good Value for money received, and every customer satisfied, then we're Happy. Some one has truly said, "He who serves Best Profits most."

OUR aim is how to serve you best and it's one reason for our success. Your success depends on your service to your customers, and if you want to improve your service

In 1914 Install

Baldwin Flyer





No. 22 Overshoo

Our Baldwin Flyer

overshoot and upshoot solve hard carrier problems.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

You can use them once or a hundred times a day with no expense for power.

A;b those who use the Baldwin System

Cash and Package Carriers

GIVE your store that refinement of prompt Service and quiet dispatch of Cash or goods to a central desk that pleases customers and helps you to sell more goods. Relieve your clerks of wasteful haste and useless wasted time of running to the desk.

WE have absolutely the Best Line of Carriers on the market to-day and only ask an opportunity to demonstrate this fact to You.

Write Us Today

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

HUGH LYONS & CO

STORE OUTFITTERS. LANSING. CHICAGO. NEW YORK.



"Hesitation" Draping Form

The widespread vogue of the "French drooping" walk and the daring fashions necessitate a draping form along radically different lines. The new "Hesitation" Draping Form, one of the most life-like Hugh Lyons & Co., have ever devised, more than meets the demand for a form upon which to display the very latest fabrics in the modish slit skirt dresses.

Booklet Free

To enable the window trimmer to realize the great possibilities of this form, Hugh Lyons & Co. have prepared an attractive booklet fully illustrating each operation by lucid drawings executed by an expert trimmer. Profuse pen drawings and beautiful photos show how every inch of material is draped step by step. Written and developed so that anyone can understand it and work from it.



This shows the new "Hesitation" form with shoes and stockings added ready to be draped. Note the graceful pose. This is the first step shown in our booklet.



One of the pen drawings illustrating the fifth operation in the draping process as explained in the booklet. Note how simple it is to work from such drawings.



This shows a finished drape, every step of which has been fully illustrated in the booklet. This is but one of many effective drapes worked out in detail so that any trimmer can use them.

Order This Form Today—Write for This Free Booklet

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outdoor Cases, Wall Cases, etc.

Write for Catalogues and Prices

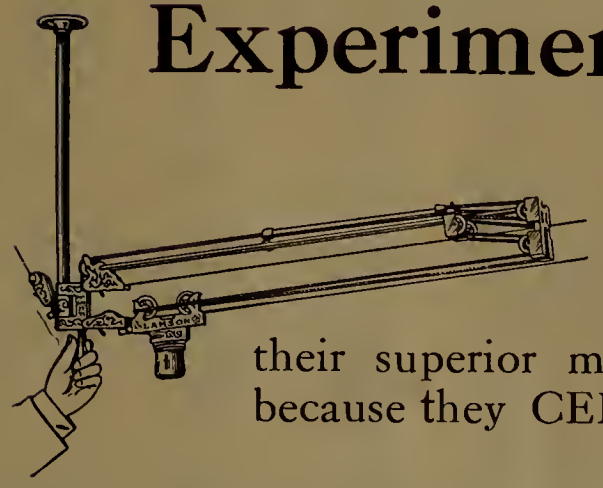
HUGH LYONS & COMPANY

802 E. South Street, LANSING, MICHIGAN

NEW YORK SALESROOMS, 686 Broadway

CHICAGO SALESROOMS, 311-313-315 West Jackson Boulevard

LAMSON



Experiments are Costly

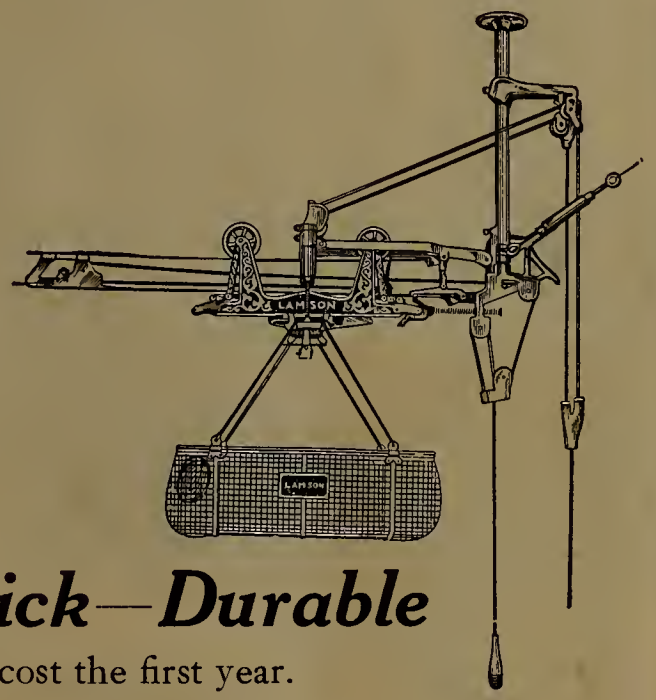
Lamson Carriers have stood the test for over thirty years, and more than 60,000 successful merchants testify to their superior merit and perfect satisfaction, because they CENTRALIZE.

Did You Ever

stop to consider the loss in cash, merchandise, time, floor space, patience and dissatisfied customers caused by an inferior store service.

Lamson Carriers

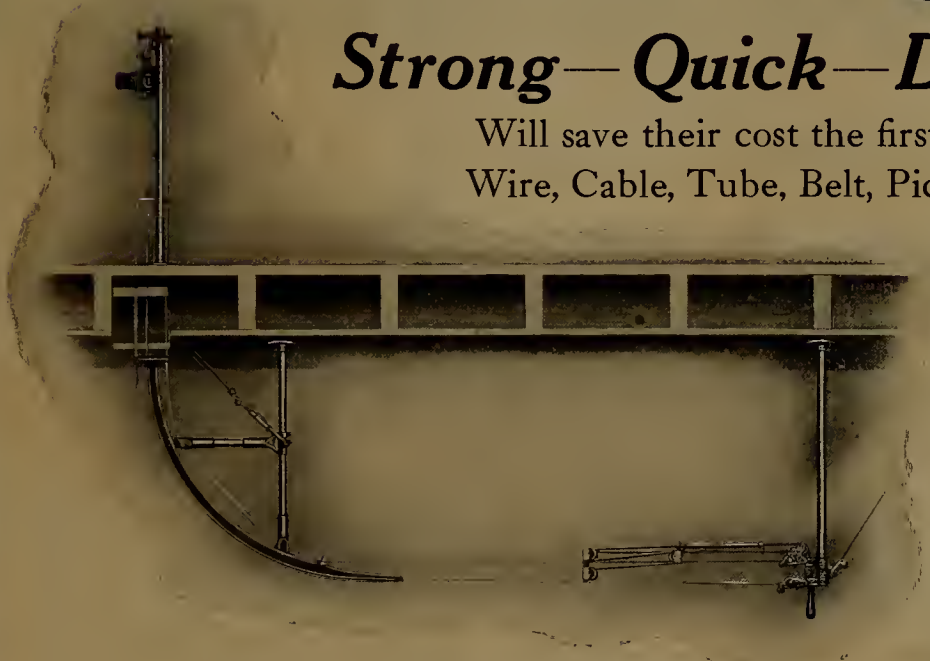
insure you against all such losses.



Strong—Quick—Durable

Will save their cost the first year.

Wire, Cable, Tube, Belt, Pick-up Carrier Systems.



LAMSON UP-SEND CASH CARRIER

(Can be fitted with Message Carrying Attachment)

Designed for service at right angles and from a lower floor or balcony to a point on floor at a level considerably above the "Home" Station or vice versa.

This type of carrier will frequently be found useful for serving an upper or lower floor from a main floor cash desk.

Don't Experiment

THE
LAMSON
COMPANY

BOSTON, U. S. A.

Representatives in all principal cities.

SERVICE



A Zouri Front Is an Asset to Any Store

These are days of stiff competition. Your competitors are sitting up nights to get trade. ***Beat them to it***—get and hold a big advantage over them, by having a distinctive, individual front. Use the best plate glass but be sure it is set in a

Zouri SAFETY & BURGLAR-PROOF SETTING FOR PLATE GLASS

OPERATING UNDER MURNANE AND MARR PATENTS

Not only are windows installed according to the Zouri System, more attractive and inviting, but the perfect ventilation prevents frosted windows—the windows can be used at a time when they are of the most value. Dust and dirt are excluded in mild weather. Drainage is also perfect.

The Zouri System makes an inviting and durable store front. None of the glass space is filled up with unsightly rods and supports. Every bit of glass permits clear vision. No unsightly screw-heads are visible—an important item.

The Zouri Setting gives service year after year, and shows no wear. Built of solid copper. All standard finishes to choose from.

If your sales are slow, send us a photograph of your window as it is today. If the fault lies in your front, we'll tell you so, and we'll show you how you can make it your star salesman. Write us for information now.

Zouri Drawn Metals Company

General Offices and Factory: 215-227 W. Schiller St. **Chicago, Illinois**

Show Window Plateaus

3 New Numbers

———*Embracing features in Construction and Finish that place them in a Class by Themselves. NOW ready in 9 sizes.*

———*Our removable Tops are finished in the same High Class as the base—allowing its use with or without Plush. Non-fadable Plush in 5 Colors.*

———*All are made in Oak or Birch Mahogany. Any color to match your wants.*

———*All 3 patterns are made in sizes as follows:*

8" x 12" Tops
10" x 16" "
10" x 20" "
12" x 24" "
14" x 28" "
16" x 32" "
18" x 30" "
20" x 20" "
20" x 40" "

in 4"-6"-8"-10"-12"-18" and 24" Heights.

Send for Special Price List



Mission
No. 1355
In 9 Sizes



French
No. 1352
In 9 Sizes



Real
Wood
Carvings
No. 1358
In 9 Sizes

THE OSCAR ONKEN CO. *3715 Fourth Ave. Cincinnati, O., U.S.A.*

Daylight is not merely desirable



—It's Really Necessary

Daylight Means Better Service to *You* and to Your *Customers*

Daylight means *improved* surroundings not only for your sales people but the *people* who *buy* of *you*. It means *dollars* and *sense* against darkness and waste.

Merchants throughout the breadth and length of the entire country admit this logic—then they admit Daylight itself through LUXFER.

LUXFER is the only Daylighting System which Daylights with *insured scientific accuracy*. It's flooding thousands of stores *today* with natural Daylight.

Your store is neither too large nor small, out of the way, or out of reach—to admit Daylight through LUXFER. Make your store *naturally light*, and your store's efficiency and business will naturally be *improved*.

LUXFER also improves a store's appearance. It combines service with artistic merit. Let us tell you more about it and how it can benefit *you*.

AMERICAN Luxfer Prism COMPANY

CHICAGO.....Heyworth Building
BOSTON.....49 Federal Street
CLEVELAND...419-20 Citizens' Building
DULUTH.....310 W. Michigan Street
INDIANAPOLIS...20 Union Trust Bldg.
KANSAS CITY.....909 N. Y. Life Bldg.
MILWAUKEE.....Stroh Building
NEW YORK.....507 W. Broadway
NEW ORLEANS.....904 Hennen Bldg.
PHILADELPHIA.....411 Walnut Street
ROCHESTER.....38 Exchange Street
DETROIT.....Builders' Exchange
DALLAS.....Builders' Exchange
SAN FRANCISCO....445-47 Turk Street
LOS ANGELES.....928 S. Main Street
ST. PAUL.....365 University Avenue

REMODELING

This word means to the store about what house-cleaning does to the house in the Spring.



If you are going to remodel or build a new store do not fail to include Baine's Adjustable Shelf Brackets in you specifications.

Shelves put up with our construction provide for at least 30% more room, because our brackets do not obstruct—wonderful improvement in the appearance too.

Write for full particulars.

PIQUA BRACKET CO.

PIQUA, OHIO

Winter Fixtures

The Standard of Quality and Style



For the latest ideas in the design and construction of

Store Furniture

Write to

Winter Company

Sheboygan MANUFACTURERS Founded 1865 **Wisconsin**

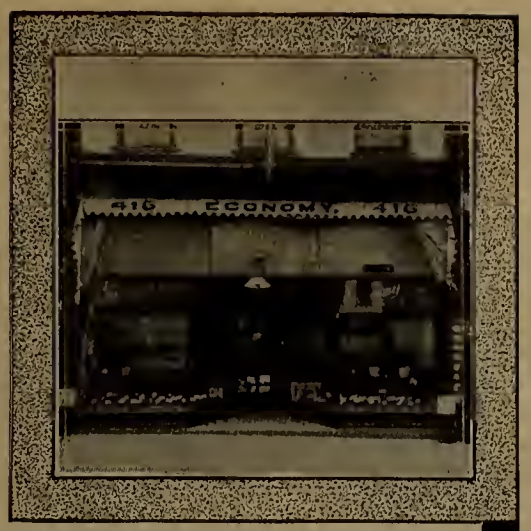
Representatives at All Principal Centers

Write for catalog 14R



?

Isn't it Human-like to Patronize the Store with a Good Front



You're paying a big rental and it is for no other reason than to be located where you can *show* your merchandise to the greatest number of people. *Attraction* results in a greater number of sales today than any other Store element. If your Store Front is merely keeping out the snow and rain and not *selling* your merchandise you could just as well be located on a back street. Every inch of your street frontage is valuable—more valuable than any other space in your Store—be sure you are using it.

Here are two photographs of the Economy Store—one before and the other after the installation of a KAWNEER STORE FRONT. Is it paying dividends—is it making sales? This Front increased the business of this Store 35%—and not one cent additional clerk expense was added—the profit on the increased business is net.

If you intend to put in a new Store Front go at it in a business-like way—don't let your sentiment (your desire to be novel) run away with your good judgment—make your new Store Front fit your business. Let the experience of the owners of 30,000 KAWNEER STORE FRONTS help you. We understand Store Fronts through actual work—we've helped thousands of Merchants solve their problems and thoroughly believe we are deserving of your confidence—deserving of the opportunity to co-operate with you. Every KAWNEER FRONT that makes good does us nearly as much good as it does the Merchant behind it. We want to give you Merchants the benefit of our specialized experience.

Kawneer STORE FRONTS

Authentic Store Front Book

The first logical step for you to take is to read "Boosting Business No 14"—it's the most instructive and interesting Store Front book ever published. It contains photographs and drawings of many of the best-paying Store Fronts in the country—both big and little. Learn more about the metal KAWNEER STORE FRONTS—only solid copper, brass, bronze or aluminum is used—they're permanent (no repair or paint expense), leak-proof and they *sell* merchandise.

Just drop a card for "Boosting Business No. 14"—don't risk the money it takes to install a modern Store Front of any kind until you have seen this Store Front book. You won't be obligated by requesting us to send "Boosting Business No. 14."

Kawneer
Manufacturing Company
Francis J. Plum, President
Dept. E. 142 Factory Street
Factories; NILES, MICHIGAN
Home Offices
NILES, MICH.
SAN FRANCISCO, CAL.
TORONTO, CAN.

WE HAVE A BRANCH NEAR YOU

Vital Facts About Window Illumination That Every Up-to-date Merchant Should Know

Good window lighting is an essential feature of modern merchandising. Hundreds of thousands of dollars are spent annually by the "night shoppers" of America. And this money goes to the stores with the best illuminated windows.

Even the store that closes its doors after the day's business should light its windows WELL in order to make a bid for the next day's business.



In the theatre the stage is illuminated—not the audience.

And what IS good window lighting?

First and last, it is WINDOW lighting—not SIDEWALK lighting. It is lighting that illuminates THE GOODS—instead of throwing a glare into the eyes of THE SPECTATORS.

Here is a parallel that illustrates the point:

When the curtain goes up in the theatre all the illumination is ON THE STAGE. YOU sit in the DARK. There is no glare to blind your vision and obscure the objects of interest.

Your store window is a stage. The spectators are the audience. Give them the same advantage of lighting that the theatrical manager gives you. The spectator must be IN THE DARK in order to see the goods to advantage. And to accomplish this, the lights must be CONCEALED.

That is the effect produced by the Frink and J-M Linolite Systems of Lighting. The lamps are tubular in shape, one foot long, one inch in diameter, and are placed end to end in a CONCEALED reflector, producing a continuous "LINE OF LIGHT." Reflectors are also made for standard base lamps.



A properly lighted window—no light on spectators.

No glare in the SPECTATORS' EYES. No illumination is wasted on the SIDEWALK. All the light is concentrated ON THE GOODS. And it is so evenly diffused that there are no bright spots or deep, harsh shadows. Every detail of every object is seen, clean and clear in its natural colors.

And the most remarkable part of the lighting system is, it reduces your lighting bills—as fewer lights are used and less current consumed.

Over 25,000 merchants are now using the Frink and J-M Linolite Systems of lighting show cases, windows and stores, and we can furnish their names if you are interested.

Write our nearest Branch for Catalog No. 410

H. W. JOHNS-MANVILLE CO.

Sole Selling Agents for Frink Products

Albany	Buffalo	Cleveland	Indianapolis	Louisville	New Orleans	Philadelphia	Seattle
Baltimore	Chicago	Dallas	Kansas City	Milwaukee	New York	Pittsburgh	St. Louis
Boston	Cincinnati	Detroit	Los Angeles	Minneapolis	Omaha	San Francisco	Syracuse

THE CANADIAN H. W. JOHNS-MANVILLE CO., LTD. Toronto, Montreal, Winnipeg, Vancouver

2168

Made In Grand Rapids



WE have just published a book that we believe every dealer having a drug, candy or cigar department can read with a great deal of pleasure—and profit. Some of the chapters are: "Confidence—Its Place in Business," "The Ideal Drug Store," "Problems for the Store Designer," "Soda Water Department," "Selling Tobacco and Cigars," The Candy Department," "The Prescription Department," "What Sectional Store Fixtures Mean to the Retail Druggist." This book is free—and asking for it places you under no obligations.

THE *Wilmarth* LINE

We also publish a big catalogue showing everything needed in the drug store, the candy store or the cigar store. Also other catalogues for jewelry stores, dry good stores, general stores, etc. The latest ideas, and many exclusive features, are found in The Wilmarth Line. The fact that we are located in the heart of the furniture industry guarantees the best of workmanship. Our national organization guarantees the best of service. Call at one of our showrooms and see what we can offer before you buy.

WILMARTH SHOW CASE CO.

1524 Jefferson Ave., Grand Rapids, Mich.

NEW YORK.....732 Broadway
CHICAGO....233 W. Jackson Blvd.
BOSTON.....21 Columbia St.
PITTSBURGH.....House Bldg.
ST. LOUIS..1118 Washington Ave.
SAN FRANCISCO....515 Market St



Made In Grand Rapids

When in Chicago

you are cordially invited to call at my new location and inspect the wonderful exhibit of

Art Decorative Flowers

which I am able to better show in my

Day Light Show Room



If prevented from calling on me at this time, write for my Easter circular No. 203, which contains the latest novelties.

Carl Netschert

12 to 22 No. Michigan Avenue

4th Floor Ward Building

CHICAGO

Be proud of your store

Not only of its superior modern up-to-date appearance, but be proud also of its superior modern, up-to-date PROFITS. The time has long since passed when merchants can really merchandise with old display equipment. Everywhere today the profitable money-making, progressive, inviting clothing stores display their garments in the clean, dust-proof, space-saving, trade-winning, modern clothing cases shown in this illustration.

ILLINOIS CLOTHING CASES

"Their superiority is so apparent"

leave no room for argument—your store will look far more attractive to the people of your city—and your profits will be far more attractive to yourselves, if you display your good merchandise in them.

(1) The fact that you can obtain Illinois Cases in the popular, practical 10 FOOT LENGTHS; (2) their improved patent disappearing Doors and patent display racks permitting use of BOTH SIDES of case at SAME TIME; (3) their superior QUALITY and WORKMANSHIP; (4) their REASONABLE PRICE, lower because they are sold to you DIRECT BY MAIL and not through travelling salesmen; (5) our absolute GUARANTEE OF SATISFACTION.



Our Catalog is ready for you

Our catalog containing many illustrations and explaining in interesting detail why the superiority of Illinois Clothing Cases is so apparent—will be sent you free upon request. Write for it now—today—a letter or even a postal will do.

Illinois Show Case Works

1735-43 No. Ashland Ave.
Chicago, Illinois

SPRING AND EASTER DECORATIONS

Write for Catalog

We contract for Flag, Papier Mache and Scenic Decorations for any occasion and build Arches, Decorative Posts, Scenery, Floats, Booths and Electrical Effects. Write us.



No. 354

PEEK-A-BOO BUNNY

No. 354. To be used against walls and backgrounds. Painted in natural colors—32 inches high, 18 inches wide and 5 inches in relief. Price $1.75 each, $18.00 per dozen.



No. 599 URN

No. 599. Full relief urn. 16 inches high and 16 inches wide at top. Very appropriate for flowers. Finished in old ivory, bronze, white or as desired. Price $2.25 each, $24.00 dozen.



HAPPY BUNNY

No. 410. Heigbt 30 inches and 16 inches wide. Bas-relief. Very effective and attractive for Easter displays. Painted white with pink eyes or as the common rabbit in blended colors. Price $1.75 each, $18.00 per dozen.

No. 410

AMERICAN DECORATING CO., 1405 IRVING PARK BOULEVARD CHICAGO, ILLINOIS

LORD & TAYLOR'S

New Fifth Avenue Building opened its doors to the public on Tuesday, February 24th, Thousands of merchants who visited this beautiful emporium, made a most careful inspection of each department, and the general expression was *"beautiful"—"elegant"—"novel"*.



The entire store was supplied with Frankel Display Fixtures and Forms, and the visiting merchants interested themselves in our handiwork.

Mr. Chas. Frankel asked *the* heads of this store what they thought of our work, and they answered, the display fixtures and forms are much beyond our expectations, they are beautiful and well made, and we certainly showed ourselves as highest grade manufacturers — what's more, they appreciated our service and delivery on time.

The same expression of praise was given us when the new store of Stern Bros., New York, was opened—all this speaks facts, and what we can do for others, we certainly can do for you—consult us.

FRANKEL DISPLAY FIXTURE COMPANY

Makers of "The Best Only"

WAX FIGURES -:- FORMS -:- DISPLAY FIXTURES

Salesrooms—733 and 735 BROADWAY NEW YORK

Write for our new complete catalog just leaving the press—it contains many new innovations that we supplied to Lord & Taylor's new store.

This NEW CATALOGUE is worth it's weight in Gold

64 Pages of beautiful WINDOW TRIMS

FREE to Retail Merchants



EVERY mail brings many requests from men scattered all over America for our great big 64-page catalog. This is nothing short of being a wonderful book. It is really a compendium of authoritative information on our splendid line of specially designed fixtures. You are shown in this book how to use these fixtures. The trims and designs are all by that famous fixture designer, Mr. D. A. Polay. If you have not received your copy of our new catalog, one is waiting for you.

Let Us advise you without charge how to remodel your windows and store front. The little it costs for having a smart front will surprise you and the increased sales and profits will be beyond your belief. We can help you, just write us. Address 925 Fulton St.

POLAY FIXTURE SERVICE

Chicago, U.S.A.

Your Positive Guarantee

Install Gipe Carriers, use them ten days, put them to every test, and if they do not give quicker, better and more economical store service than any other system, you may return them at our expense.. **A mutual protection.**

All Repairs for Gipe Carriers Are Furnished Free by Us for Five Years
(Cords used on Parcel Carriers and Lifts only excepted)

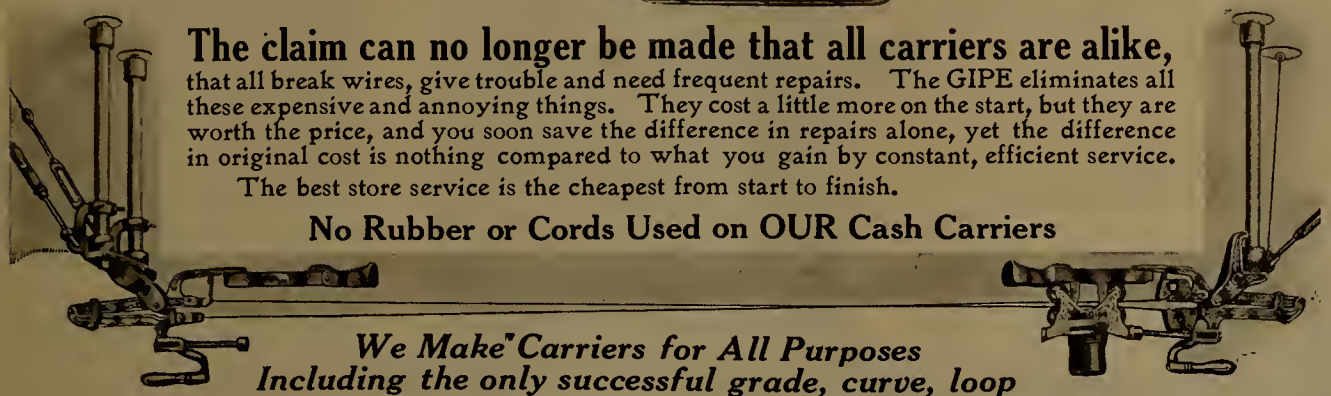


See Our Catalog

The claim can no longer be made that all carriers are alike, that all break wires, give trouble and need frequent repairs. The GIPE eliminates all these expensive and annoying things. They cost a little more on the start, but they are worth the price, and you soon save the difference in repairs alone, yet the difference in original cost is nothing compared to what you gain by constant, efficient service.

The best store service is the cheapest from start to finish.

No Rubber or Cords Used on OUR Cash Carriers



We Make Carriers for All Purposes
Including the only successful grade, curve, loop the loop and basement loop cash or message carriers.
Send for Our Complete Twenty Page Catalog

Gipe Store Service Company, Home Office, Medinah Building, Chicago

Model Forms Are Required
To Properly Display the Spring Styles

Model Forms are all that the name implies—and more. Our forms and wax heads have gained a national reputation simply because every one is designed right, styles are right, lines are right and they are made right. Model Forms and Wax Figures are our specialty. We make nothing else.



180 M.R.

Model Adjustable Costume and Draping Forms
(See 180 M.R. and 601 M.R.)

These forms have detachable bodies. Can be raised or lowered as desired. Have tilting device, allowing forms to be adjusted to any angle, effecting a correct, graceful and natural pose. Forms will stand without support, no rods being required to hold them in position. Feet made to fit into shoes.

Draping Forms

Latest designs, Attractive lines, Exquisite skirt effects obtained by the use of any Model Drape Forms. Specially designed to bring out to the best advantage the colors and patterns of different dress fabrics.



Our Wax Heads Are Modeled from Life

Each Wax head is made over a papier mache mask, supported by a solid wooden brace, two inches thick, and is secured to the body by a device of our own, which does away with the unreliable and unsightly straps and buckles. The head is securely fastened to the body and at the same time eliminates all possibility of the wax portions twisting out of shape when subjected to intense heat.



No. 601 M.R. Draped Bust Inserted

MODEL FORM COMPANY
554 W. Jackson Blvd., CHICAGO

We are also Manufacturers of ADJUSTABLE and NON-ADJUSTABLE Dress Forms

Schack's Spring Flower Book

Contains hundreds of new ideas that you can use in your Spring windows. You will find it a big help and it's yours free for the asking



No. 2462. Almond Blossom Spray. 26 inches long, 6 sprigs to spray. To be used with Almond Foliage Spray No. 2463.
Per dozen sprays.....$ 2.25
Per gross sprays..... 24.00



No. 2463. Almond Leaf Spray, 22 inches long, 6 sprigs to spray.
Per dozen sprays.....$0.60
Per gross sprays..... 6.00



No. 2426. Japanese Wistaria.
Per dozen single flowers with 6 sprigs of foliage to each flower$ 1.00
Per gross single flowers with 6 sprigs of foliage to each flower 10.00



No. 4155. Air Plant Vine. New and sightly. 40 in. long.
Doz.....$1.95 Gross.....$20.00



No. 2465. Violet Vine. Yard lengths with 12 leaves and 18 flowers to a yard.
Doz. yards.....$1.25 Gross yards.....$12.00



No. 2402. Apple Blossoms. Pure white, shaded to a delicate pink. 1 yard lengths.
Dozen.....$1.25 Gross.....$12.00

We have the finest line of specialties for this spring that we have ever offered. If you have not received our Spring Flower Book send for it at once



No. 4264. Peach Blossom Spray.
Size, 17x14 inches. Dozen.....$ 1.75
Gross 19.00



No. 4280. Wistaria. This shows one of our new styles of Wistaria for this Spring. Dainty in color and effect.
Dozen$ 1.25
Gross 12.50

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave., CHICAGO

Order from These Pages

You can be sure that anything ordered from these pages will prove entirely satisfactory, but if you have time send for our Spring Flower Book.



No. 4052. Wistaria. Size, 22x10 inches.
Per dozen$ 4.50
Per gross 47.00



No. 4279X. New Calla Lily, 3¼x4 in. Stem 12 in. long.
Dozen$0.85
Gross 8.00

Easter Lilies

This season we have the finest line of Easter Lilies we have ever offered. These flowers are all in our famous "Velvo" finish which is wonderfully close to nature. We guarantee them to be satisfactory.

No. 2423 "Velvo" Easter Lily—A most beautiful flower. Length with stem 14 inches.
Dozen$0.50
Gross 4.80

(Sample on request.)

No. 2413 Giant Easter Lily for interior decoration. Flower 12 inches long, stem 5 ft., with fine foliage. Not "Velvo" finish.
Dozen$ 2.25
Gross 24.00



No. 4269. Peach Blossom Vine. Spring colors. Size, 36x8 inches.
Dozen$2.90
Gross 28.00



No. 4291. Wistaria Vine. The flowers are prettily colored and the leaves are a rich green. Size 40x12 inches.
Dozen$4.00 Gross.....$42.00



No. 4278. New Calla Lily Vine. One of the best vines we have ever offered for spring decorating. Size 40x10 inches.
Dozen.....$3.00 Gross.....$29.75



No. 4276. New Rose Spray. A handsome design in crepe paper. Very soft and rich, beautifully colored. Spreads 10x12 inches.
Dozen$ 2.00
Gross 19.00

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave., CHICAGO





Figure No. 7-119

We Send You These Photos Free

You want to see the wax heads before you buy them—so we send you actual photographs of the heads, 5x7 inches in size. There is no cost to you and no guesswork on your part, because you can pick out any heads you want from the photographs as easily as by seeing the actual heads.

When writing for photographs, state what color hair and eyes you want, so that we can send you photos of those heads we think you will want.

Write today—get ready for your Spring Opening.

WAX FIGURE

One of the most natural and life-like figures we have ever made. Very desirable for showing 16 and 18-year sizes in misses' lines, or 36 ladies' size. Its youthful appearance attracts much attention. Wax head and adjustable half wax arms, human hair, latest model papier mache body, metal base. Comes in any color hair or eyes. A high class. $55.00 form. Special...**$27.50**

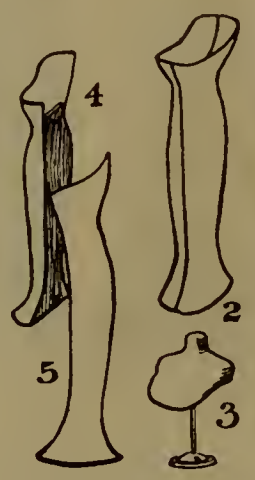
Attachable feet $5.00 extra.

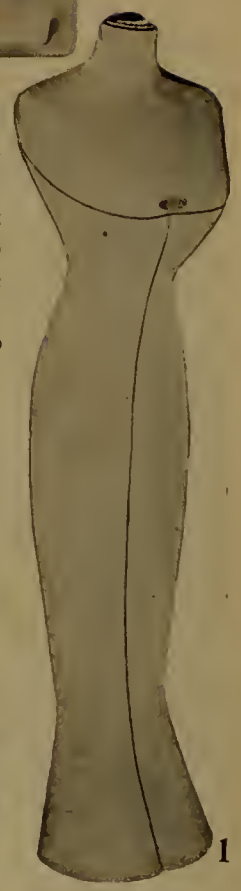
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This form can be used in showing every possible kind of drape or for showing ready-made garments, waists, etc. The full figure subdivides into bust form, three-quarter form, and two half shell drape forms.

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The only practical working outfit on the market with which you can obtain the same high class finish to the Wax Heads as executed at the factory. Successfully used by the most prominent stores everywhere

Oil Finish Outfit No. 5 consists of the following

Enough materials, ready prepared, to clean and retouch 100 Wax Figures.

A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows.

Book of instructions carefully explaining how to clean and retouch Wax Figures (Read Oil Finish).

Full instructions are also included on the repair of broken or damaged wax heads, arms, hands, etc., and resetting eyelashes and eyebrows.

With this outfit we also include a complete formula of all materials, with full directions how to prepare them for use.

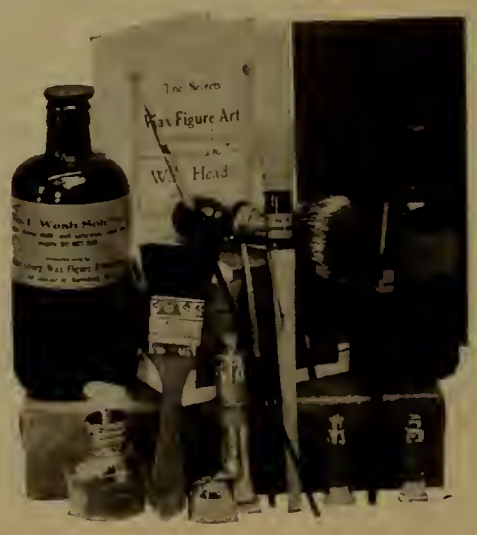
All materials can be purchased in your own city, and are very inexpensive.

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NOTE.—The same materials, tools, and instructions which we furnish with our outfits are used in our factory on wax figures which are shipped to us for refinishing.

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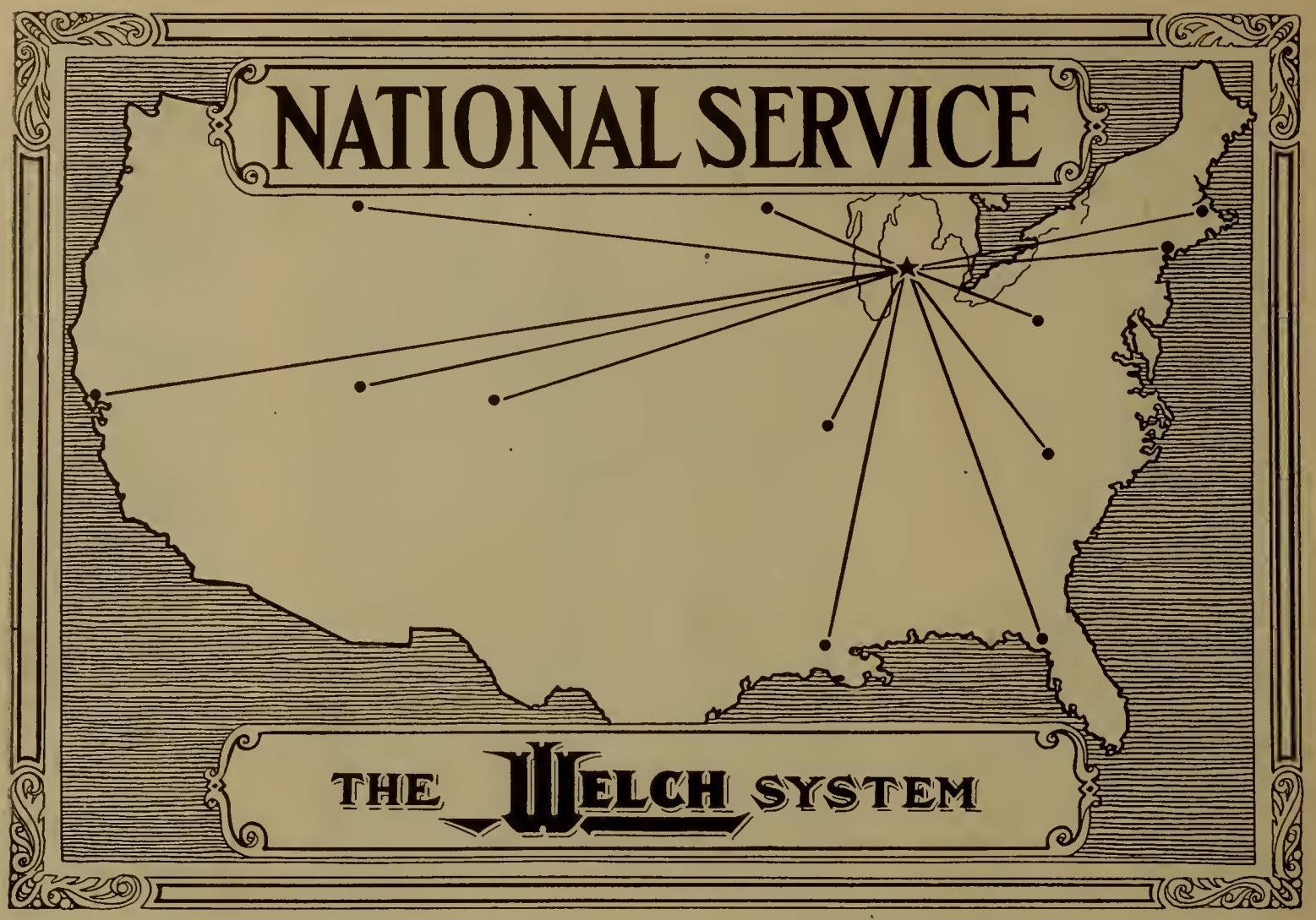
Send for our new spring circular

Chicago Artificial Flower Co.

4813-15 No. Crawford Avenue . CHICAGO



No. 524. Daisy Vine. Here is another special value—a beautiful vine for Spring with handsome flowers and good waxed foliage. 36 in. long.
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The SERVICE Part of Our SYSTEM

WE CONSIDER the *service* we render our customers of great importance; yet it adds nothing to the price of our equipment. Successful store designing, to-day, is an art that requires broad training to get the best results. With our national organization we comb the country for the best merchandising ideas. With our local representatives we adapt the best ideas to local conditions and the individual store. With our "coast-to-coast" showrooms we display our fixtures at a minimum expense.

Our "inspection department" renders a service to all users of Welch Revolving Wardrobes in keeping their wardrobes "tuned up." Accidents will happen—floors will sag—and dampness will get in and cause doors to stick. We have "adjustment men" in all parts of the country who fix things in short order—and without expense or trouble to our customers.

Our "designing department" is composed of the best store designers to be had. We are only too glad to compete on store plan ideas—as well as on fixtures. We make no charge for plans. We submit store plans without asking the dealer to agree, in advance, to buy our equipment. We sell fixtures—the rest is "service."

We welcome dealers at our showrooms whether "in the market" or not. Drop in—look over the latest ideas in equipment—and talk with our representatives. A copy of our latest book on The Welch System for the asking.

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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXIV
NUMBER 3

MARCH 1914

Single Copies
Twenty-Five Cents

STORE OUTFITTING

THE OLD FASHIONED CHEMIST'S SHOP OF HALF A CENTURY AGO HAS DEVELOPED INTO A SPECIALIZED DEPARTMENT STORE—HOW THE MODERN DRUG STORE IS EQUIPPED

G. F. Cooper

EDITOR'S NOTE: This is the third of a series of articles on the subject of store outfitting that will appear throughout the coming year. The writer of these articles is a practical designer of retail stores of all kinds. He has for years been working out problems of arrangement and equipment and his experience has been of such a varied character that he may be regarded as an authority on this subject. In the coming articles the author will describe in detail how stores in various lines have been laid out and equipped. These stores will be selected as models of store planning and outfitting.

IN the evolution of merchandizing that has come about in the last half century no greater change has been made in any line of business than in that of the druggist. Fifty years ago the druggist was in reality a chemist as the "Ph. D." following his name denoted. His business was the supplying of crude drugs or mixtures of his own concoction and he derived his livelihood from the aches and ailments of the public he served. Most "druggists" of today would find exceedingly slim picking if they depended upon the ills of mankind for their revenue.

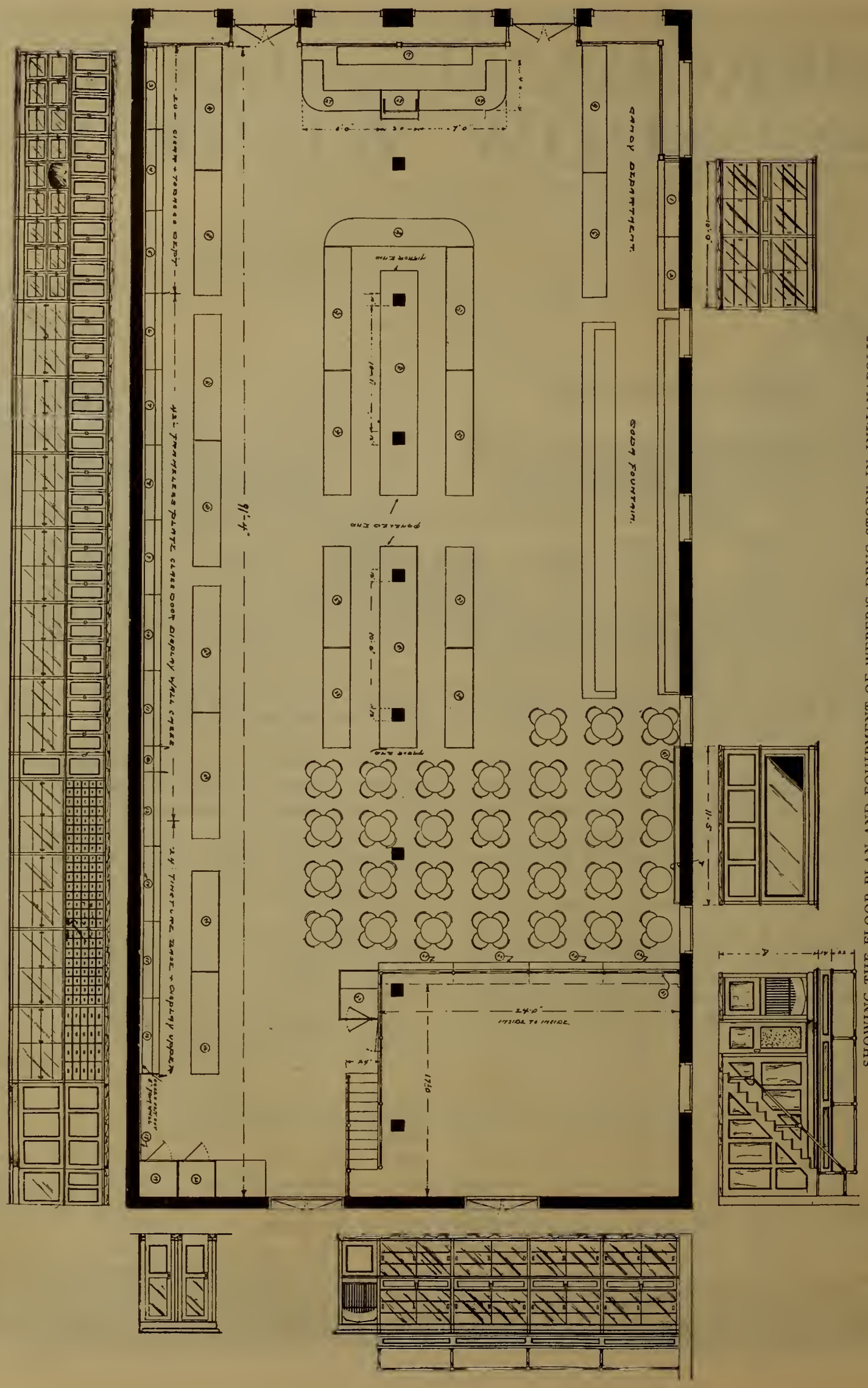
The modern drug store is as different from the old fashioned chemist's shop as is the modern department store from the little cross-roads general store of a generation ago. The druggist of today continues to sell pills, plasters and prescriptions but he depends for his real profits largely upon merchandise intended for the well rather than the sick. He sells photographic supplies, cutlery of most kinds, leather goods, stationery, candies, umbrellas, fishing tackle, paints, smokers' articles and scores of other lines that move easily and generally yield a fat margin of profit. "Druggists' sundries," when the term originated, meant tooth brushes, toilet articles and a few other items of the same general character. The term now embraces almost any kind of merchandise that occupies a small space, is easily sold and yields a good profit.

It is true that there are still many drug stores that continue to sell only drugs, medicines and limited lines of "legitimate sundries," but the most progressive concerns in this line have found that their real profits are obtained from a different source. They come from the everyday needs of a healthy, husky public rather than from the suffering. Where the old time apothecary made a few pennies on the sale of a porous plaster or a box of pills, the modern druggist not only sells the pills and plasters, but before the customer has left the store, has rung up $8.75 for a camera and two rolls of films, and has made a steady customer for developing and photographic supplies, or has sold a leather bag or something else that will pay a bigger profit on the single sale than most people pay in years for pills.

The modern drug store is in reality a little department store with the important advantage that, aside from drugs, etc., it can select the lines that pay the biggest profits, whereas the regular department store must carry a large proportion of merchandise that pays little or no profit. In one of the big eastern cities there is a wonderfully prosperous chain of drug stores. These stores depend for advertising largely upon their display windows but it is a significant fact that drugs are seldom seen in these windows—the public is supposed to know that drugs can be had inside, and the windows are filled with all sorts of other lines that pay big profits.

And in their equipment the modern drug stores have progressed as far as they have in merchandis-

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SHOWING THE FLOOR PLAN AND EQUIPMENT OF WEBER'S DRUG STORE IN INDIANAPOLIS.



AN ATTRACTIVE FRONT LIKE THIS ONE IS ALWAYS A BUSINESS PRODUCER.

ing methods. In the matter of fixtures, show cases and other devices for displaying merchandise, the high class drug store of today is second to none. In a drug store, display is of paramount importance. Aside from being a "store," it is a sort of public utility center where many people are drawn for other reasons than to buy goods—they come in to meet a friend, to telephone, to get out of the rain, to get a stamp, to look at the city directory, to inquire the proper diet for a puppy, to do hundreds of other things that mean no profits to the druggist unless he can manage to catch the eye with some real or fancied need—hence, the prime necessity of good display in the drug store. How many sales are made in the average drug store to people who are waiting for the telephone or for a prescription to be filled, can not be estimated accurately but the number is certainly large. Knowing this, the wise druggist makes his store as inviting as possible with attractive fixtures and spreads his merchandise out under crystal clear glass where one cannot avoid seeing it.

Although the drug store illustrated in connection with this article is not so much of a "department store" as many others, its equipment is remarkably complete and modern. It is the store of G. M. Weber in the Denison House Corner in Indianapolis, and it is one of the most up-to-date establishments of its kind in the United States.

About thirty years ago Mr. Weber entered the drug business in a little one-story frame building in Zionsville, Ind., for which he paid the modest rental of $6 per month. A few years later he moved to Indianapolis and opened a store on one of the best corners. This was a modern store at that time and has been kept abreast with the times. The store that is shown here was opened in July, 1912 and although the room is not a large one, the monthly rental is approximately $700. It will therefore be understood that the space must be utilized to the best advantage. That this was done, and with wide aisles and a general appearance of roominess, will be understood from the accompanying floor plan and description.

The room measures 91 feet, 4 inches from the show window backing to the inside of the rear wall and it is 43 feet wide from inside to inside of walls.



FIGURE 1. THE CIGAR COUNTER.



FIGURE 2. LOOKING TOWARD THE REAR.



FIGURE 3. THE HANDSOME SODA FOUNTAIN.



FIGURE 4. THE ICE CREAM DEPARTMENT.

On the right hand wall as one enters the first 20 feet of space was devoted to the cigar department. The wall cases and show cases used can be seen in Figures No. 1 and 2. The base of the wall case is fitted with side swing paneled doors and the upper section with side swing glass doors fitted with refrigerator catches. Each of the compartments in the upper section is white enameled inside and fitted with metal racks for shelves. Three of the compartments in the upper section were fitted with a pigeon hole arrangement for the stacking up of cigarette boxes which can be plainly seen in Figure 1. The cash register was placed in a recess built into the wall case.

In front of the wall case is 20 feet of floor cases 42 inches high and 26 inches wide. The base is fitted with a slab of marble 24 inches high which leaves a display portion of 18 inches. The display case was of the frameless plate glass type of construction and was fitted with drop spring mirror lined doors. Both the humidor base and the display portion of this floor case was equipped with moisteners to keep the cigars, etc., in proper condition.

The next 36 feet of space is taken up with patent medicine cases which can be seen to best advantage in Figure 2 and also on the elevation drawing. The bases along here are fitted with side swinging paneled doors and the upper sections with frameless plate glass doors which run on a specially constructed roller bearing and work so easily that a touch is all that is necessary to move them. These frameless plate glass doors have grooves ground into the glass which take the place of finger pulls instead of fastening a handle of any kind to the door and in this way a clear crystal like effect is accomplished the entire length of the case. The inside of the cases at this point are fitted with polished wood shelves and the backs are all paneled up in nice shape and finished to match the outside of the cases.

The small 2 foot section next to the cases just described is only a blind and in it is concealed a dumb waiter which is accessible by opening a small door. This dumb waiter connects with the basement for the purpose of filling orders from merchandise not in stock on the main floor.

Next in order comes the tincture cases which occupy a space of 24 feet in length. The bases are fitted with a total of 140 drawers and the upper part has the frameless plate glass door arrangement as previously described.

At this point the wall case work ends and a 7-foot recess is left open so as to form a clear space in front of the telephone booths which can be seen on the floor plan and elevation drawings. A stretch of panel work connects the phone booths with the remainder of the wall work and the cornice members around and connects all the work together in a continuous effect. There are two telephone booths with the lower part paneled up and the upper part enclosed with glass panels.

At the end of the telehone booths a space 4 feet by 3 feet was left for a display refrigerator meant to keep Antitoxine, and other drugs requiring a low temperature. Next in oder is a space about 7 feet wide which forms an entrance to the Hotel Denison Lobby.

Next is the office and prescription room and this occupies a space of 24 feet by 17 feet as shown on the plan. This space was arranged with a balcony 8 feet high, under which the prescription room was located and as can be seen on the plan. It has a separate entrance of its own and also a window to let in light. On top of the balcony, is the general office. The edge of the balcony floor was faced with a piece of panel work 12 inches high and on top of this is a brass railing. The location of the stairway leading to the balcony can be seen on the plan and at the foot of it is a door which leads to the prescription room.

Located right on the corner of this prescription room is a cashier's station, 4 feet by 4 feet, intended for the



FIGURE 5. RUBBER AND LEATHER GOODS SECTION.



FIGURE 6. SUNDRIES AND TOILET ARTICLES.

accommodation of customers who desire to leave by the door leading into the hotel. This booth-like station is paneled up 42 inches high at which point the desk bed is placed and the open space between the desk and cornice is filled in with a brass wicket. The booth has a paneled roof on it.

Along the front of the prescription room is 24 feet of wall case which faces the Ice Cream Department. These wall cases are in the English style. The bases are 42 inches high and 20 inches wide with an overlaid plate glass top and the upper section is raised from the lower section 12 inches to form a recess between the upper and lower sections. Both the upper and lower have plate glass shelves and mirror backs and it makes a very beautiful display which faces directly the entire Ice Cream Department. Souvenirs and fine china are displayed in these cases and the best view of them can be seen in Figure 3. For a complete idea of the arrangement of all this work surrounding the prescription room, see the plan and elevation.

The space between the two windows in the Ice Cream Department is filled in with a large wall mirror 11 feet 5 inches long and same height as the balance of the work.

The Ice Cream Department is equipped with tables which are octagon shape and are of metal construction with verde antique finish. The chairs of course match the tables and a good view is shown in Figure 4. The post in the Ice Cream Department is enclosed with mirror post enclosure as shown in photo.

Next comes the Soda Fountain and Back-Bar which occupies a space 30 feet in length. The massiveness and beauty of this can be seen in Figure 3. It is a blending of mahogany, art glass, mirrors, Olivo marble, electric lighting fixtures, etc., that have to be seen to be fully appreciated.

The next in order is the Candy Department and the wall case is 10 feet in length and of the same design as those described across the front of the Prescription Room. At this point the show window starts and runs to the corner of the building and then across the entire front.

Directly between the two front entrances is a horseshoe effect made with L-shaped show cases as shown on the plan. Between the cases a cashiers' booth is placed which takes care of the trade leaving by the front doors. Behind this horseshoe effect is the wall case which is about 50 inches high with a plate glass top. It is built low so not to interfere with the general view of the store from the street and besides to let in all the light to be had. This section is devoted to rubber goods and leather goods and can be seen in Figure 5. The post was enclosed with a handsome enclosure which also can be seen in the illustration.

Down the center of the store are two groups of fixtures, the one at the front being 22 feet long and the rear one 16 feet long. The center shelving is built low so not to obstruct the general view and is 3 feet wide. The lower part is fitted with side swing hinged doors and the upper part has frameless plate glass doors and plate shelves. The extreme front and rear ends of the center shelving is faced with a French plate mirror and the best view of this can be seen in Figure 6. This center group of cases are used for toilet articles and general line of sundries.

The location of all the floor cases can be seen best on the floor plan and they are all of the frameless type of case, 42 inches high, 26 inches wide and lengths as per plan. They are all equipped with one 10 inch and one 14 inch plate glass shelves and have German mirror doors. The base is fitted with eight-inch rounded top edge Olivo marble. All the wall work is 8 feet high over all except the fountain back bar and the balcony. It is capped with a massive design cornice with a swell frieze effect. All the drawer fronts and panels in the doors and partition work are veneered with fine figured wood and center-matched. The hard-ware is of solid brass and given a brushed finish. All the wall-work has a 4 inch marble base around it.

All the exposed parts of the work are of genuine African mahogany given a beautiful finish rubbed to a dull satin-like surface.

The entire room is a palace of lights, and frosted globes are even placed in the ornamental decorations in the ceiling which shows up best in Figure 6. The floor is tiled with a handsome design from wall to wall and the entire decorations harmonize throughout. This store used to be the dining-room of the Denison Hotel and the way the front was remodeled can be seen in the large illustration.



Plate No. 4799. A Corner of The Summer Furniture Section of the Fair, Chicago, Decorated by C. M. Herr.

Mr. Herr is an adept at interior effects. Here is one of the many attractive spots in the Fair. The columns were enclosed by lattice work decorated with flowering vines. At the tops were masses of preserved natural oak foliage. In the background may be seen a large painting of a summer landscape.

SPRING WINDOWS

SUGGESTIONS FOR ATTRACTIVE READY-TO-WEAR SETTINGS FOR COMING SEASON—HOW TO CONSTRUCT THEM

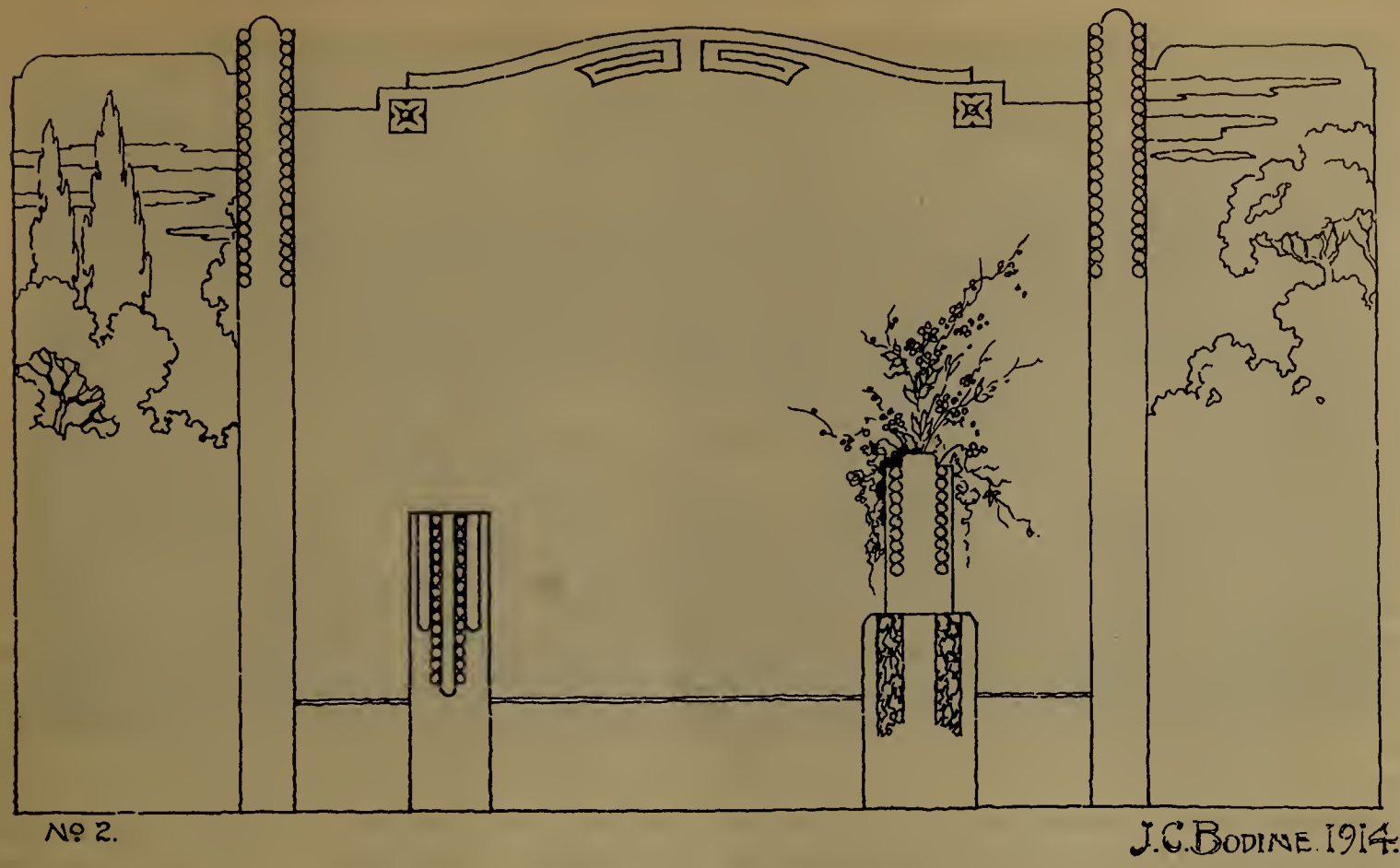
J. C. Bodine

SHOW WINDOWS are each day being considered more important as a selling power and greater efforts are being made each season to get as large a percentage of profit from this display space as possible. To achieve its greatest efficiency a show window must be attractive at first glance—its general effect must impress the passer-by pleasantly and arrest the attention. Then, after the first impulse that causes the observer to stop, there must be an arrangement there that will be of genuine interest to the beholder. Every effort must be made in the decorative arrangement to cause the articles to show up to the best advantage. This of course is the idea that every merchant wishes to carry out in his window—to make all of the articles displayed look imposing. How to do that is the problem. The settling of this problem naturally demands an expenditure of both thought and money. At this point I want to say that it is the intelligence to do a thing in the right way rather than the amount of money spent that counts.

During the past few years there has been a gradual evolution in window display methods, and unquestionably the windows of today are in many ways better than those of four or five years ago. There has been a marked change in favor of greater simplicity of design both in the matter of line and color. In the old days the decorator was inclined to allow the artistic side of his desgin to overshadow the commercial purpose for which it was presumably intended—the backgrounds and other features of the settings frequently received more attention than did the merchandise. Many of these windows were works of art but they can hardly be considered as successful displays as judged by the standards of today.

The best windows of today are quite as artistic as those of years gone by—many of them are even more so, but it is a different kind of art. They are designed to enhance and emphasize the attractions of the merchandise rather than to draw attention directly to themselves. Through contrast or color harmony the goods are made to stand out and look their best. All this has been brought about through a better understanding of the real purpose of window display. Spectacular and striking effects have given way to a quiet simplicity combined with richness.





Of course there is no limit to what *may* be spent on a decorative treatment of a window, but most merchants are inclined toward economy in this connection. For some reason they do not appear to apply the same philosophy to their show windows and their newspaper advertising although the former is quite as important as the other. But it is not necessary to spend so much on the show windows as is generally spent in the newspapers and other advertising matter addressed to customers. As was said in the beginning, intelligence and a proper understanding of the results to be obtained are even more important than the amount of money spent when it comes to making an opening display. A fraction of what is generally spent during the season on newspaper advertising will serve to make the windows all that they should be.

For the average store of, we will say, two windows, we have here two drawings showing different treatments that will take care of your background and floor. Sketch No. 1 is a complete background composed of two large panels and three smaller ones. These panels may be covered with a good quality of felt, which will not prove expensive and will give a surface that cannot well be improved upon for this purpose. The three smaller panels are to be covered with a pearly gray and the larger ones in a soft cream color. The design on the two larger panels may be carried out by using four-inch rosettes in relief at the top and the double line below may be painted on or appliqued according to the preference of the decorator. The leaf decorations on the three smaller panels also may be painted or appliqued, or a nice arrangement of artificial foilage of appropriate character would produce a pleasing effect. The square pedestal at the right is to be made of composition board and covered with felt—at the top is fixed a light relief ornamentation. The urn containing the flowers is made of wood and painted to resemble cement.

In front of the large panel at the left of the background is a pedestal-table. This also is made of composition board and covered with felt to which relief ornaments are to be added after the manner suggested in the sketch. This design when nicely carried out will be highly effective as a background and it will be found quite easy to construct and install. It will throw the merchandise into strong relief but will not attract too much attention to iself at the expense of the merchandise.. Naturally in a display of this nature, everything depends upon the careful manner in whcih the details are executed. The workmanship must be clean and accurate.

Sketch No. 2 is to be carried out in a similar manner except that the two end panels should be in soft toned conventional landscape effects with the colors according to the season of the year. It is not advisable to use figures in paintings of this sort as these are likely to center the observer's attention too much. The posts or columns are ornamented with simple relief-work that may be finished in gilt or according to the fancy of the decorator. The two pedestals are carried out in harmony with the background.

The floor in the first drawing is to be of felt in a rich, warm gray color. In the other windows a soft, olive green felt should be used for the floor.

The Principles of Men's Wear Display

By Harry C. Davis

This is eighteenth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

Let Garments Be Garments

AMONG THE MANY THINGS we think of as belonging to the furnishing goods stock are garments of various kinds. The appearance of many of them is undoubtedly improved when they are draped, puffed, folded or shaped into forms that are less suggestive of the factory than are the forms given them by the manufacturers. A silk shirt, for example, looks much less tempting when it comes out of the box than when shown on a form of some kind and so placed on the form as to make it appear *truly silky, soft and airy*. Not only shirts, but many other garments and things all through the line look the better when their machine-made lines are made to give way to lines in which there is more grace. And when special features are brought into view just so many more points of interest are added to the things that contain them and to a display as a whole.

It is easy to say these things, isn't it? Yes, very easy; and they are but things that everyone knows. Why mention them, then? Just because some men need to be reminded. They need to be reminded that by spending a little extra time and using a little good judgment they can make the things they put in display look better than when they come out of a box and, also, that there is such a thing as making them look worse.

Some men have the happy faculty of improving the appearance of everything they use in a display. They seem always to know just what to do with a garment to make it look like a *fine* garment; and they



No. 1. A TASTEFUL ARRANGEMENT BY C. W. AHLROTH FOR UNION CLOTHING CO., COLUMBUS, O.



No. 2. A GOOD TREATMENT OF SHIRTS BY J. BORNSTEIN FOR M'CORMACK BROS., TACOMA, WASH.

seem always to find a way to bring into plain view whatever special little features there may be in a garment. Such men never forget that a garment is a *garment* and they take no chances with "the man on the outside" being able to see it is a garment if it is made to look like something else. This in my estimation is the right way, the common-sense way to work; to make displays that will lead to sales.

If you destroy the character of a garment and hide the little "tricks" that have been put in to help sell it, what is there left to attract or interest anyone? Nothing. Well, then, why do it? You don't, you say? Then bully for you. A lot of others do do it, however, so let's get after them, shake 'em up a bit. Of course they will not like it; and they will say we "holler" just because they don't work as we do. But what do we care—*ishgabibble!* We have been asked to say what we think about the things that go to make "The Principles of Men's Wear Displays" and we shall not say what we do not believe.

Now we're off for the hunt with our hammers sharpened to a nicety. Where are we going? Oh, we'll take a walk down Anyold street, where the most men's wear stores are to be found. And there we'll find that some men seem to forget that a garment is a garment. They do some wonderful "stunts" with garments; they spend an hour or two on a display and when through they have a windowful of *stunts,* but it would take a very sharp eye to find a *garment* in the display. Their efforts to be "original" or "different" result in making garments look like *rags* rather than *fine* garments. And this is the wrong way, the very worst way to work. For the result is always the opposite of that which the trimmer is supposed to be able to bring about; and certainly the very opposite of the result for which every trimmer should aim.

There is, of course, a reason for a trimmer doing this sort of thing, and it comes very near to being a good *excuse* for doing the wrong thing, or at least a bad thing with a garment, at times. Any window trimmer who likes his business because of the opportunities it affords him to combine colors, arrange forms and create effects that make his eyes happy will think of many forms into which to shape a garment and he will often be tempted to do quite the wrong thing with it. He may see how, if put in a certain place, a piece of material of a certain color would help get the effect he wants; and at the same time he may see that if the material were puffed or draped in such a way as to produce a certain form or combination of lines the effect would be pleasing to *his* eye—and he will reach for the thing that will serve the purpose. The thing that catches his eye may be a fine garment, but at that moment he sees it merely as *the thing* he wants. And that moment is a critical one both for the character of the garment and the selling value of the display. For unless the trimmer thinks of himself as one of the men on the other side of the plate glass he is just as apt to do the wrong thing as the right one with the garment. He may think of it and use it not as a *garment,* but as just so much *material.* Don't do it. Let garments be garments always, and try to make them look like *fine* garments.

If you think of some new "stunt" or way to show a garment use reason, common sense before you use the stunt. Try to make yourself see the thing as the men you want to attract and interest would see it. To be "original" or "different" and to try for striking, novel effects is all right, but don't let thoughts of these things lead you astray. Don't make puzzle displays just because it is fun. So guard your wits and actions that no matter how you shape or arrange the gar-



No. 3. TASTE AND GOOD JUDGMENT BY SAM FRIEDMAN FOR J. BLACH'S SONS, BIRMINGHAM, ALA.



No. 4. ANOTHER EXCELLENT ARRANGEMENT BY MR. FRIEDMAN.

ments used in a display they may still be recognized as *garments*. If you do that you will not do the wrong thing; you will not shape or arrange things in ways that make men wish there existed a society for the prevention of tortuous treatment of garments. Work for effects that please because they are both beautifully simple and simply beautiful. A beautiful *effect* is a thing of value and a thing to be striven for in making displays, but it is of no value if the character of each and every thing with which it is produced is destroyed in the process of producing it. So don't think of a garment as being just so much material. Think of it, treat it, display it as a garment. There are ways and ways to puff, fold, drape, shape and display garments so they will look better than when they are received from the makers. And there are ways and ways to so show special features of garments that they will be seen by men to whom such things appeal.

In the pictures selected to accompany this article you will find some very good ways to show garments of different kinds and to produce pleasing, effective displays without injuring the character of the things with which they are produced. You will see how the appearance of some things can be improved by "fussing up" certain of their parts, and how the appearance, character, *value* of things suffer when the fussing up treatment is carried too far.

In the lower part of picture No. 1 we see what I consider a very tasteful arrangement of shirts and accessories. And this little display shows that one need not tie things into knots or twist them out of shape to produce an effect that will please nine in every ten pairs of eyes. Little was done with the shirts except to put collars and ties on them and then arrange them so each played an important part in producing the pleasing effect which is evident even in a photograph. A material of some sort was needed to add color, form and line to the picture and a *material* was used. The manner in which the material was used together with the tastefully arranged bouquet, rightly placed, had much to do with producing the pretty, easy balance to be seen in this beautifully simple, yet strong little display. There is character both in the *display* and in every article used to make it. It is a *selling* display.

In picture No. 2 may be seen a quite different way of displaying shirts. Each and every shirt was unfolded and reshaped, but not without good effect. As we look at any one of the shirts we see that the bosom was made to lie straight and smooth, just as we like to see a man's shirt "set" on his body. Other parts of the garments were puffed and draped in various ways for the sake of the grace of line and form to be seen throughout the picture, and which must have been lacking had the garments been not so treated. This is a good, strong, selling display, in which a pleasing effect was produced by reshaping the garments used and by using good judgment and taste in arranging the forms into which the garments were shaped. Too bad



No. 5. A GOOD TREATMENT BY A. W. MERRY.

no collars were used on the shirts. Perhaps the manager of the department believed it "better business" to keep all his collars clean—and forever on his shelves—than to soil a few and sell dozens. They sometimes do.

"Prentice hands" will find much of an instructive nature in numbers 3 and 4. In these displays, made up of shirts and neckwear, much good taste was brought into play in arranging things; and excellent judgment was used in shaping the garments into the various forms to be seen in the reproductions. It is very easy to see that each garment was dressed with no little amount of care and that just about the right thing was done with each part of every one of them. The pattern of every shirt was "catchable" by the merest glance; its character not injured; its lines not thrown into confusion by over-draping or too much puffing. The draping-folding-and-puffing treatment was used to a considerable extent, yet only to the extent that made things appear the better for it. Where a man would want lots of room or airly softness in his shirt, the treatment that would show the garments contained those qualities was applied; and such parts as the bosoms and cuffs were so treated and brought into view that to look at them meant to learn all about them. No guessing or studying is required to "read" such displays as these. Every garment looks like a *fine* garment; and the arrangement of all the things in the displays was so carried out as to produce an *effect* that must please all who find joy in a thing of beauty.

No. 5. In this display, as in the others, garments were made to serve as material for producing a pleasing effect without sacrificing the character of a single one of them. The garments were made to look like "more for the money" than when they were taken from the box. The fact that a man likes to have the bosom of his shirt hang straight was not overlooked; nor was the average man's liking for soft airy sleeves disregarded. The arrangement of the sleeves certainly sug-

gests softness and, at the same time, shows the cuffs as we like to see them. Men who look for and delight in seeing all the little niceties to be found in a garment would certainly find much to interest them in such a display. Desirable qualities were not only brought into plain view, but they were emphasized. The forms and positions given the garments produced an effect which all must see and admit to be pleasing to a degree. The variety and contrasts of line resulting from puffing the sleeves and drawing downward and inward the body of each garment attracts and interests the eye. The effect of unity, perfect harmony that impresses one at first glance resulted of course from repeating in each of the four forms certain graceful, pleasing lines. Where *material* was needed material and not garments was used—with good taste, good judgment and good effect.

In poor little No. 6 we find what is supposed to be part of a display of pajamas, but if you can trace out the lines of a pajama coat or pair of "panties"you can



No. 6. TOO MUCH CONFUSION.

do more than I. Here are a lot of pieces of cloth, of material. Make of them what *you* will, if you have time. But remember that the men you are trying to attract and sell to have little time or inclination for that sort of thing. So whatever you do with garments, however you display them let them be *garments*. Put the lines into them that improve their appearance. Show the features. Emphasize the kood qualities. Don't pull and twist all these things out of them or cover them up.



Plate No. 4800. Setting for Living Models by Henry Whitnack for H. B. Sykes Co., Elkhart, Ind.

It is to be regretted that this picture is not clearer as this little scheme of decoration was an unusually pleasing one. This was built in the suit department and was the entrance to the dressing room. There was a door in the form of a big gilt frame. This was surrounded by the decorations as shown. At either side was a large bowl of La France roses on a white pedestal. In the doorway were curtains. As the models emerged from the dressing room, they stood before this door and the curtains were drawn aside making a pretty effect.

To Share Profits

OFFICIALS of the Kauffmann Department Stores, incorporated, a $10,000,000 concern of Pittsburgh, operating one of the largest department stores in the United States, announced last month that they would in the future share their profits with their employes, including the highest salaried officers down to cash girls and boys. In addition to sharing the profits with the 4,500 employes, the company will distribute among them $1,000,000 in stock of the corporation. The plan also provides benefits for employes who become permanently disabled.

THERE ARE SOME MERCHANTS who have peculiar ideas as to what constitutes advertising. Recently a hardware dealer in Columbus, O., caught a number of rats alive and placed them in his show window. It was then announced that the rodents would be liberated at a certain time and a pocket knife would be given to every youngster who succeeded in killing one of them. Naturally a crowd collected and the rat killing was pulled off according to schedule. It wound up in a successful dog fight.

Department Store Card Writing

By G. Wallace Hess

This is the ninth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

Making Price Tickets

THERE ARE SEVERAL WAYS always that speed can be gained in making cards and price tickets besides diminishing the actual time consumed in the lettering of them. A few evenings ago three young window trimmers called on me and in the course of the conversation one of them told of having had a quantity of shoe tickets about 1½x3 inches to make and the merchant wanted a small margin around each. There are little things a cardwriter gets "next to" only when he is in a place where the work is intensely heavy. In the big stores there is always a large hand or power cutter at the cardwriter's disposal, which cuts up tickets fast and stock tickets are generally provided with printed margins.

In the absence of a paper cutter even where there is such, a good pair of shears should be provided.

Let us assume that a cardwriter has a quantity of odd size tickets to make up, same to be 1½x3½ inches.

Take a quarter sheet of board and with pencil and T-square, rule the board off into rectangular



QUARTER SHEET RULED FOR PRICE TICKETS.

spaces of this size. Have your pencil lines light. A glance at the illustration will show 28 price tickets to be cut out of the quarter sheet.

Now let us assume that you want an eighth-inch margin on these tickets. Take your ruling pen (after your card is weighted down) and T-square and rule parallel lines the long way of the card beginning one-eighth inch from edge and having a black line the same distance above and below the pencil lines.

When these are dry and they will dry almost as soon as ruled for they will be narrow lines, turn the card, weight it down and repeat. Now then, this operation should take about three minutes after it's done a few times and after the card is cut up, you will, provided you cut straight along the pencil line have a nice even margin on each ticket the lines crossing at the corners and running to edge of ticket. Now you couldn't take 28 tickets and margin them separately and get the same uniform job in less than ten minutes.

That is only the beginning of the saving in time, however, for let us assume you desire to letter these with figures only three fourths of an inch high. If you are particular, and want an absolutely uniform ticket you can (the card has not been cut up yet) rule light parallel pencil lines the required height across the card and each ticket will be lined easily and accurately.

Now you can cut your card up if you choose and letter them. If you do this you will naturally place them within arm's reach and as soon as you are through you will pick them up one by one and place them out of your way. *Now why not letter the bunch before cutting them?* Then when you have finished put the section number at the bottom; lay to one side until dry and then cut up.

It is possible you might want a small line of reading such as "Reduced to," "Special value," etc., besides the price. If so, rule enough to take care of your order in this manner.

In the big stores you will generally see back of the counter in many of the different sections, boxes and drawers finely finished with a brass plate to hold the card. I've had these come to me in quantities of five hundred for the millinery alone.

Now suppose you get a lot of those to do sometime. Your labels call for "white roses," "ostrich tips," "white plumes," etc.

Now rule your quarter or half card up into spaces a trifle smaller than the actual sample which slides in the brass plate. Now lots of you will say "why I'll just knock those off without ruling base and top line for the lettering." Meaning of course you can "hold up" a fairly straight line, good enough for a marker, etc. Yes, you can, and so can I, but down in the department there's row after row of these hand made boxes and drawers, spick and

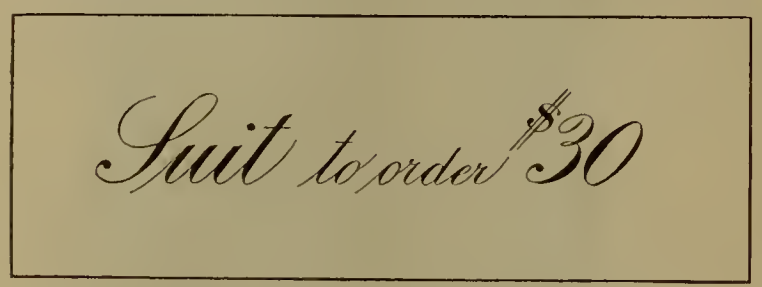
span, just behind the counter within easy reading distance of patrons—and managers.

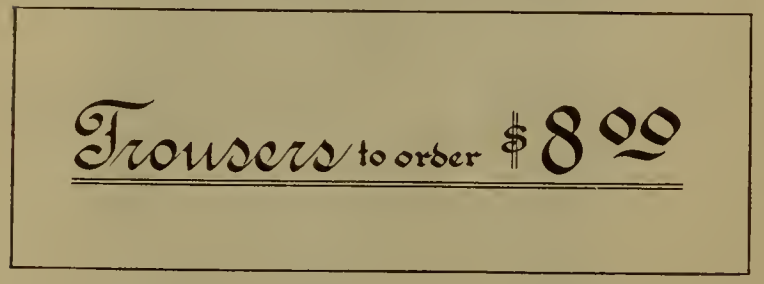
You knock those off without lines, and you will have a battery of boxes uniform in size, a brass plate the same height the length of the row holding a ticket with a line running up hill on one, down on another. Those boxes cost money and they may have been ordered by the general manager himself and his eyes are trained to see imperfections.

Now it will take but a few minutes to rule these tickets before they are cut and when you see a row of boxes or drawers, with the brass plate holding a card with the lettering uniform in height you will discover that it is worth while; that it is in keeping things uniform that more often makes a well looking interior than high class lettering.

Now let us refer to the "Trousers" and "Overcoat" tickets. These are styles often used by merchant tailors. You certainly would have at the







least a couple of dozen of these to make. They are generally odd sizes. I would rule these up as the others, about four across the card. Now notice the underscoring.

You cannot take a single ticket and rule those lines as uniform as mine without much effort. I'd suggest ruling the upper one of the two lines across the whole four tickets, drop T-square a sixteenth inch and repeat. Cut after they are dry. In the script "Suit to order $30" ticket, is shown on application of this alphabet shown last month. Tailors generally pay more for this work than other styles of lettering.

I am going to give you a few suggestion on how to increase the "clean cutting" of your Soennecken pens. Take for example the trouser ticket made with a two and one-half Soennecken pen. There are three ways of getting these clean-cut effects.

1st. By using india ink ground up in a slab and ink retainer used on pen. Note: Ground ink is always used for real high-class round hand.

2nd. By using retainer on pen, not dipping pen itself in the ink, but filling under top of ink retainer by means of another pen, using care not to get too much ink under top of retainer. The ink should be kept back from point of pen.

3rd. By using an old pen which is coated with ink or corroded but not sprung from use or abuse. This pen is then treated as follows: Held in the right hand, the nibs are inserted between the ball of the thumb and first finger of the left hand so that about a scant eighth inch of the nibs are gripped. The pen is then pulled away. This operation is repeated two or three times. The natural oiliness of the skin greases the pen so that the ink will not flow down to the point of the pen on the top or underside, but it will flow down in the slit between the nibs.

The pen so treated is never dipped in the ink. No retainer is used but a drop of india ink is put in hollow on top of pen and another drop around the bump or underside of pen. This scheme is used by skilled letterers on high class work. Three things must be remembered in connection with it and adhered to faithfully, viz.: A new pen must never be used, the pen must not be greased too far back, and too much ink must not be used—rather use too little until you get used to it. If you get too much on and it runs down over the greased ends you must wipe the pen dry and treat with the fingers again.

In conjunction with the three foregoing suggestions, I would say that a pen can also be improved on where fine lines are desired by taking say a number two Soennecken and rubbing the top of the pen flat on a smooth and even surfaced water stone such as a barber uses. The end of the index finger is placed against underside of pen near nibs. A rough stone must not be used. The operation is a delicate one.

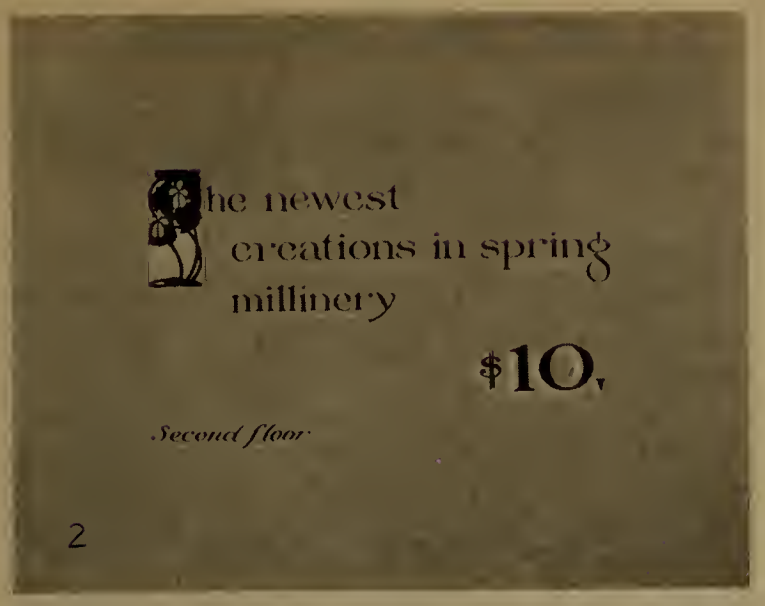
For ordinary showcard work the cardboard cuts quite a figure in pen lettering as in brush lettering. A single coated board is to be preferred to a double coated board, for the ink will run on the latter. A brand of board known as Eagle Blanks is my favorite for pen lettering.

Men who desire to experiment a little will find that by cutting off the end of a music pen—the German or Leman pen preferred—or the end of the No. 203 Soennecken about one-sixteenth inch with a pair of cutting pliers and smoothing the nibs slowly and carefully on a fine water stone that a good tool can be made. It's a ticklish operation.

In conjunction with music pen lettering I repeat, do not attempt to use fluid ink, use an ink with a little gum to it or the opaque showcard colors. A music pen lasts so long that its cost is practically nil and the best pens are made abroad. I've never seen an American music pen that I would consider worth five cents a dozen. You can always tell an imported pen or any other article provided it can be stamped, for, according to the rules of the Treasury or Customs of the United States, any article imported into this land of ours which can be stamped must bear thereon the name of the country in which it was made.

I have never yet shown a card with an initial panel thereon but some one has asked me where panels could be bought. Take card No. 2 for exam-





ple. The little hand colored violet initial panel was cut from a 5c postcard.

Suggestion is made to watch for such things in the shops. Very often you will see a little skit that you can copy by tracing paper process. Draw with india ink and hand color it yourself.

This card was lettered with music pen on gray cover with academic tube color (charcoal gray) thinned down. These are cheap colors to be had everywhere at ten cents a tube and are ideal for Soennecken lettering too, especially where small pens are used, as they are ground so fine that they flow perfectly.

Card No. 1 shows a photogravure scene, air-brushed, used as a panel and air-brush lettering cut in over water-proof india ink.

Card No. 3 is a pale seafoam cover paper, hand-colored panel, lettered with a No. 8 rigger in dark green colors with gold underlining.

Card No. 4 is lettered with old style skeleton or plug letters. It's a simple layout yet one that requires care to get the lines centered. A type of card that high-class advertising men taboo in the best stores, yet a card which invariably suits merchants who want a plain letter.

At this time I would suggest to card writers in cold climes or who buy colors in cold climes, that they get a line on what they actually need to carry them through the cold months. Note how much you used this year and make a record of it to have at hand next year.

Some colors are generally ruined by freezing, even if glass isn't broken, hence the winter supply should be ordered early in November.

As to novelties in cover papers, I would suggest your getting the names of some of the paper houses in your nearest market. All these fancy papers are made on the Atlantic coast and the various mills have agencies in all the principal cities of each state in the Union.

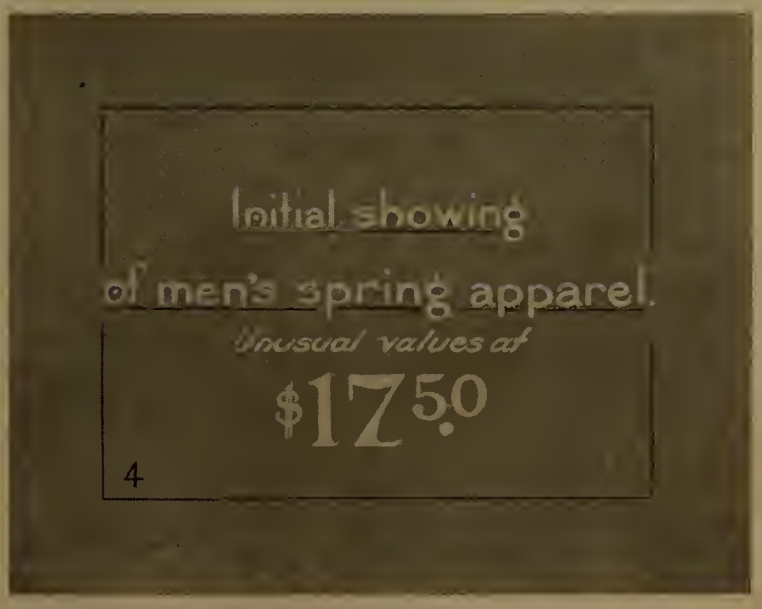
In the articles to follow I will endeavor to divide each article so that there will be something especially for the beginner and the advanced worker and more space given to air-brush work.

Suggestions of any kind from readers anywhere will be thankfully received and receive their share of attention in due time.

S S

IT IS SOMETHING OF A PARADOX but the inefficient man is usually pretty well satisfied with himself—and that is one reason why he is inefficient. He is convinced that he knows it all and there is no use to try to improve himself. There is a characteristic that is not altogether foreign to window trimmers. But when we find a trimmer who knows it all he is usually occupying some obscure position. The biggest men in the business are those who are always willing to learn and make no pretenses to universal wisdom.





FELT BACKGROUNDS

A REMARKABLY USEFUL MATERIAL THAT CAN BE MADE TO SERVE MANY PURPOSES IN THE SHOW WINDOW —IS WITHOUT AN EQUAL FOR SOME KINDS OF BACKGROUND WORK

PROBABLY there is no other material—certainly no other fabric, that lends itself so readily to window decoration as does felt. It can be used in so many ways and its decorative possibilities are so great and so varied that the window dresser who has once become accustomed to the use of felt would have a hard time getting along without it. The advantages of felt are manifold. Its chief use however is for a floor covering and to cover background construction, pedestals and other framework. work.

The window decorator who was first to appreciate the wonderful utility of felt is unknown—probably it was Mr. A. V. Fraser with Marshall Field & Company. At any rate, Mr. Fraser was the first to develop its possibilities in a big way. Back in 1904 or 1905 he did quite a bit of experimenting with felt and always with the most satisfactory results. Through the use of felt, Mr. Fraser was able to produce decorative effects that had never before been seen in show windows. Other decorators were quick to take advantage of his experiments and the popularity of felt as a material for window decoration was established. It has grown more and more popular with each passing season and its use is now almost universal.

The first thing that recommends felt as a covering for all kinds of window frame work is its peculiar texture. It is "felted" not woven and therefore has no grain. This permits it to be drawn tightly over corners and a perfect fit may be had without wrinkles if ordinary care is excercised in its application. While sufficiently staunch to bear any reasonable strain, it stretches readily in any direction, and enables the decorator to get his surfaces perfectly smooth, without the unsightly wrinkles at corners that are extremely difficult to avoid when using a material that stretches only in one direction or not at all. All that is necessary to apply felt is to draw it moderately tight and fasten with concealed tacks. The body and elasticity of the material will take up or completely conceal any inequalities of tension that in other materials would produce wrinkles or a sagging surface. This is especially important where the material is used to cover masonry or architectural effects. Every window dresser has often seen the entire effect of an otherwise good setting ruined by a series of wrinkles in what was intended to represent a stone wall or something equally solid. These and other similar defects are practically unavoidable when muslin or canton flannel are used but they need never occur

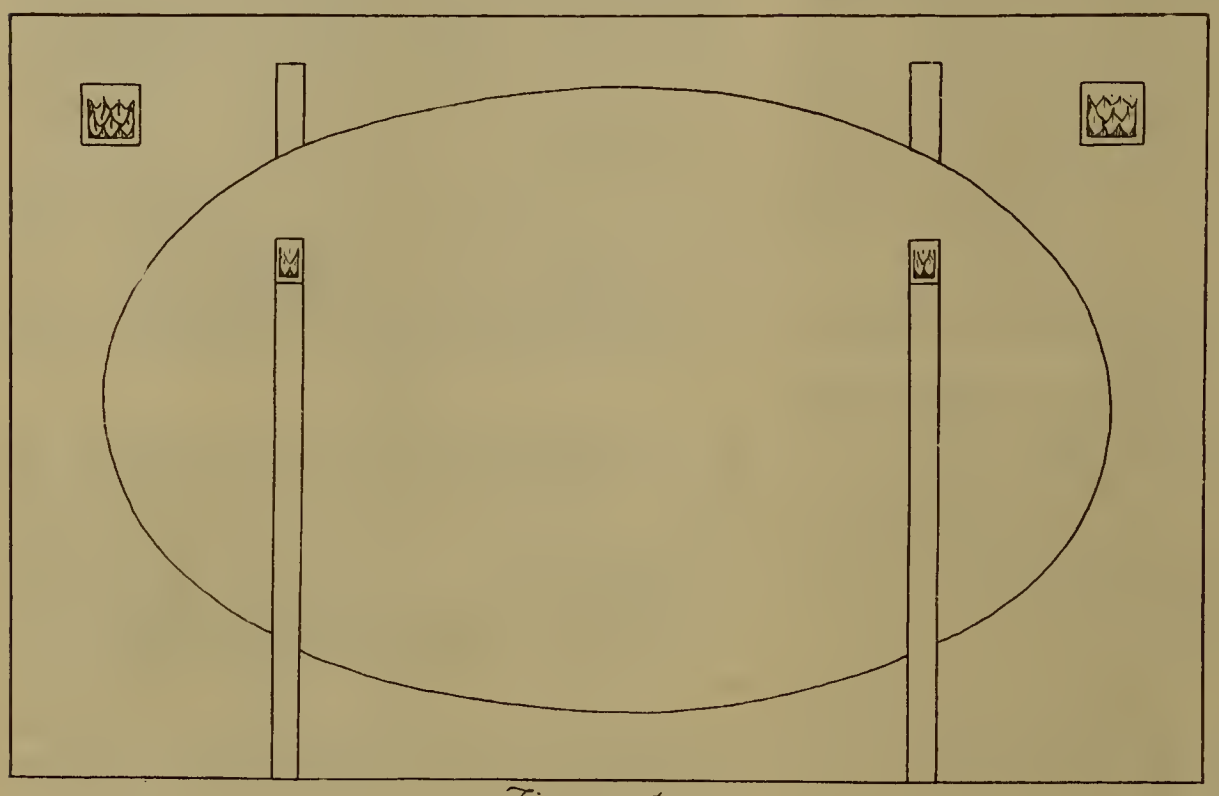


Figure 1



Figure 2

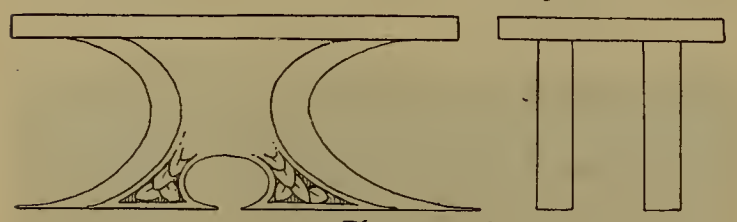


Figure 3



Figure 4

with felt unless the workman is exceedingly careless.

Another great advantage that lies in the use of felt is its remarkable adaptability in the matter of color effects. To begin with—felt is now made in practically every color that can be imagined, so the decorator can always find just the shade needed to work out his color scheme. On the other hand, if he wishes a gradation of colors in the same piece, which is frequently the case, this can easily be arranged by the use of the air brush or pastels. The lighter shades of felt take analine or other colors perfectly when sprayed through the air brush, and the darker colors may be lightened or tinted by the use of pastel colors rubbed on. Some beautiful effects have been had by applying some tint to a delicately colored felt background, beginning with a rather deep tone at the bottom and growing gradually lighter toward the top.

Felts also prove highly satisfactory when stencil work is used on them. The design can be held in place with pins or thumb tacks and the color sprayed on with an air brush or applied in the usual way with a stencil brush. The surface takes the color readily in either case. Many decorators have created remarkably good effects by making friezes composed of figures or designs cut out of felt and appliqued on tarlatan. These designs may be either tinted or plain according to circumstances. But it would be impossible to enumerate all the ways in which felt may be used—new ones are coming up every day.

Our illustration shows an unusual window setting in which the background was covered with felt. A casual glance at this sketch gives but a faint idea of the unusual attractiveness of this design but a careful study will reveal a simplicity and strength of line that are peculiarly effective. It illustrates admirably the use of felt as a covering for backgrounds.

Figure 1 shows a front view of the background and the principal details of the design. The back was covered smoothly with a single piece of pale tan colored felt and in either upper corner was placed a square relief ornament in an ivory tint. In front of the background proper was a large oval also covered smoothly with the same tint of felt. The oval was held in position by two uprights as shown in Figure 2. These uprights extended in front and behind the oval. They were finished in a flat ivory tint and were embellished by carving in a conventional leaf design that was used throughout the setting.

The ends of the window were like the background each having the square ornaments in the upper corners but no other decoration. The floor was covered with felt to match the background and oval. The merchandise was shown on the floor and on plateaux of different heights and sizes but the same shape. The design of the plateaux is shown in Figure 3 and Figure 4. The supports were made to correspond in style with the uprights that held the oval. As will be noted in the sketches the rear support on each plateau was much wider than the one in front. The top of each plateau was an oval of the same shape as the oval at the back. Felt of the same color was used to cover the tops of the plateaux.

This setting was used in the window of the down town salesroom of the American Can Co. in Chicago and it attracted an unusual amount of notice on account of its unusual design. The sketch is not altogether accurate but it is close enough to the original to give a clear conception as to the design. Naturally the general effect is completely lost in a profile drawing such as this. It may be said, however, that it was a setting of rare attractiveness which was due principally to the use of felt. No other finish would have served so well.

Some window dressers have not used felt as they have been under the impression that it is expensive. In this they are mistaken. Of course when compared with muslin or canton flannel, felt is more expensive, but when results are considered it is incomparably a better investment than any cheaper material. When felt is used in the right way it is not at all costly. Indeed, better results for the money may be had through its use than with most other decorative materials for, when it is used, it gives a richness and tone to the window that make it possible to get equally good results with fewer other decorations.

Personal Shopping Service

NEARLY EVERY STORE furnishes a personal shopping service to out-of-town customers who order merchandise by mail or telephone. Usually they have some experienced shopper of good taste and judgment who personally fills such orders. Yet there are but few stores that advertise such a service. This is a good advertising opportunity wasted. Many more people who find it inconvenient to visit the store would send in their orders if the store through its advertisements and by letter solicited such business and explained its "Personal Shopping Service." A little corner of the ad would answer this purpose.

Dry Goods Men Elect Letts

IN EARLY FEBRUARY the National Retail Dry Goods Dealers' Association at their annual convention in New York elected the following officers for the coming year: Arthur Letts, Los Angeles, Cal., president; S. W. Woodward, Washington, D. C., first vice-president, and Chas. A. Stix, St. Louis, second vice-president.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" Established 1893
"The Show Window" Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON - - President
G. H. LAMBERTON - - Sec'y and Mgr.
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Official Organ of
The International Association of Window Trimmers

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**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

March, 1914

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Windows vs. Advertisements

THE FOLLOWING is from an address made by Ike I. Lorch, secretary and advertising manager for A. Harris & Co. of Dallas, Tex. The fact that Mr. Lorch is thoroughly familiar with both advertising and window trimming makes his opinion all the more authoritative. Here is the way he compares the two:

"To attend to the requirements of the display window, the trimmer sprang up to conceive the arrangement and execute the designs that look out upon the sidewalks night and day. His art is to draw the buyer and to make profit to the merchantman. Windows were used long before there were newspapers or newspaper advertising, and they are today the strong forte of the small dealer to whom newspaper advertising rates are prohibitive. Even to the large retail dealers the show window is the more necessary if either had to be dispensed with. The window is indispensable to the live merchant. He may cut down the selling force and curtail expenses, but the window must go on and the trimmer who is onto his job will receive as much as ever. Marshall Field's establishment spent last year on window display more than $80,000. The store window is an ever-changing panorama of beauty and style, the wedge that opens all purses.

"The advertisement in the paper tells what we have to sell and brings people to the store. The window displays the goods. One seeks confidence of the buyer, the other compels it. The one speaks of fashions, the other produces them. The windows are used in general advertising, as are the newspapers, such as featuring events, as fairs and corn shows. Even National events may be profitably used in featuring the window arrangements. No other medium of advertising is quite so good as the window, properly done.

"The merchant today is advertising-mad. He nibbles at every scheme. He is what is called 'easy money,' and throws away many a dollar that never comes back. To the young man starting in business with a small amount for advertising, after his store and stock are ready, the window is to be the first consideration, for it speaks by day and works overtime by night and is never silent."

Quack Medicine Advertisements

FOLLOWING THE FIGHT made by *The Chicago Tribune* on quack medical advertising, retail advertisers in various cities have taken up this important question with the view of eliminating the advertising of fake doctors and cure-alls. Certainly this form of advertised quackery has done much to discredit legitimate advertising and all honest ads would have a far greater efficiency if newspapers refused to print those emanating from obvious quacks

and swindlers. At a meeting of the St. Louis Medical Society, Charles A Stix, president of the Stix, Baer & Fuller Dry Goods Co., spoke on this subject as a representative of the retail advertisers. Mr. Stix began by saying that he had given much thought to this subject, partly because he is a heavy advertiser and because of his connection with the retailers' association. He said in part:

"Our legitimate advertising suffers by being placed next to the insertion of the quack. Most people are not familiar with the personality of the advertiser and are compelled to accept the printed word at its face value. Consequently when they are fooled upon one advertisement they are not likely to believe the other advertisements in that paper.

"The association does not feel that it cares to have the value of its advertisements clouded because of the ads of charlatans and fakers. There is a reason why department store advertisers should look with scant courtesy upon quack advertising. Advertisers, as a matter of self-protection, will welcome the help of the St. Louis Medical Association in its campaign against the fake advertising physician.

"An effective way of protesting against such advertising would be for committees from the various organizations of merchants and business men to go before the owners of newspapers who print quack advertising and protest against the practice. They could take their choice of printing the quack or the legitimate advertising."

The views expressed by Mr. Stix are quite correct. No publisher prints the advertisement of a quack without doing so knowingly and with a full knowledge of the unsavory character of the business his paper is being used to exploit. If a sufficient number of retail advertisers would get together and follow the suggestion of Mr. Stix, fake medical and other objectionable advertising would be quickly eliminated from any paper. And this is a matter that is far more important than is realized by a good many advertisers. Drive out the quacks and other fakers and legitimate advertising will be far more productive of results than it has ever been before. All fairly decent newspapers are supported almost entirely by honest advertisers who have the right to demand that other advertisers be equally honest or that they be debarred from the paper.

The Parcel Post

AFTER MORE THAN A YEAR of practical trial it appears that the parcels post is not to eliminate the little merchant and wipe from the map the small town as has been confidently predicted before the adoption of the measure by Congress. An unbiased survey of the situation makes it appear that the average retailer has profited rather than suffered from thus widening the scope of the Post Office Department. Most merchants who have made any systematic effort to take advantage of the new delivery system have found that it is an easy matter to get orders by mail and the new law has been to them a blessing in disguise. Cheap rates to nearby points give the local dealer a big advantage over the far distant mail order house. Most merchants are planning to make the most of the parcels post during the present year.

IT SEEMS LIKELY that the window dresser will be called upon to produce the "Silhouette" or "Bustle" effect in his spring drapes. Like the "Hobble" and other queer fashions that have been in vogue during the past few years, the "Bustle" will experience its few months of popularity as an extreme style—then it will gradually be toned down to meet the somewhat conservative views of the average American woman. In the meantime, the wise window dresser will make the most of the passing fancy. Already, wire bustles to conform to the new style are being advertised.

PURE ADVERTISING LAWS are being passed everywhere and it is only a matter of a short time until dishonest advertisers will be placed on the same footing with any other petty swindler. The best part of it is that wherever these laws have been passed, they have been enforced. There are always plenty of honest advertisers who are ready and willing to see to that. It isn't the fine that hurts so much as being published as a swindler that discourages the dishonest advertiser.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.

J. KINLOCH BROWN, Boston, Mass.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Death of Ludolf Baumann

ON MONDAY, FEBRUARY 16TH, in Monrovia, California, occurred the death of Ludolf Baumann, of the firm of L. Baumann & Co. of Chicago. Although Mr. Baumann had been in failing health for a number of years, the news of his death came as a sad surprise to his relatives and many friends who had been hopeful to the last.

Mr. Baumann was born September 24, 1871, in Baden Baden, Germanay, where his father was engaged in the artificial flower industry. After completing his education, he entered the business with his father and continued until the death of the latter. He was eighteen years of age at that time and having lost both parents, home ties held him but loosely and he looked toward America as a new and



LUDOLF BAUMANN.

promising field in which to apply the knowledge and experience he had acquired in the artificial flower industry. In 1890 he came to this country, bringing with him a thorough knowledge of the manufacture of artificial flowers according to the methods used in Germany, the home of that industry.

Arriving in America he soon secured employment in his chosen field and during the next few years had an opportunity to make a careful study of the American market and its requirements. In the spring of 1901 he entered the flower business in Chicago under the firm name of Richter & Baumann but a year later F. H. Gelderman bought out the interest of Mr. Richter and the new corporation took the name L. Baumann & Co. by which it is now known.

Through Mr. Baumann's intimate knowledge of the business, his quick and accurate conception of the requirements of the store decorator, and his readiness in working out and improving upon the ideas of the American window dresser, the business prospered from the start, and has continued in a rapid and healthy growth from year to year. So thorough and substantial a foundation was laid for this business by Mr. Baumann, that its growth has continued despite the fact that for nearly three years he has, on account of poor health, had practically nothing to do with the management of the affairs of L. Baumann & Co. About two years ago he gave up active participation in the business and went to California in the hope of securing relief from the malady with which he was afflicted. At that time Mr. Gelderman took over the entire management of the firm. Unfortunately, the change of climate proved unavailing and Mr. Baumann's condition grew gradually worse until the end came.

Mr. Baumann was a man of the highest moral character and he had a singularly likable disposition that appealed to all with whom he came in contact. It is doubtful if any man had a wider circle of warm personal friends among the window dressing fraternity of the entire United States and Canada. His untimely death, at an age that is with most men their prime, will be sincerely regretted by thousands who had known the pleasure of his acquaintance.

Mr. Baumann is survived by a widow and two daughters, Clara aged fourteen and Florence aged four years. The funeral services and interment took place at Rosé Hill Cemetery in Chicago on Sunday, February 22.

MANY RETAILERS are turning the parcels post to good account and, instead of losing business, are increasing their trade through the convenient and inexpensive means of delivery to more or less distant points in their territory. Most stores pay carriage on merchandise sent by post with reasonable restrictions of course. They find that it costs them comparatively little and goes far toward making sales. After all, the retailer has to deliver most of the merchandise he sells, and if he will figure it out, he will find that it frequently costs less to send packages by mail to out of town people than to make special deliveries by wagon in his own city. Any merchant who is not making new business through the parcels post is losing an opportunity.

ANY GOOD AD MAN with the goods behind him can bring people into the store but even after the customer is on the spot ready to buy, much business is lost through the indifference or inefficiency of salespeople. The salesforce should always be up to the standard of the advertising.

NOTES FROM NEW YORK

INFLUENCE OF PAUL POIRET ON FASHIONS FOR COMING SEASON—THE "BUSTLE" COMES BACK—NEW STYLES MAKE TAFFETAS POPULAR—NEW YORK DECORATORS FORM PERMANENT ORGANIZATION

F. F. Purdy

WE are now dealing with some wondrous styles, and metroplitan decorators must needs be on the qui vive in dealing with them—to say nothing of decorators in other large cities. Since Paul Poiret startled New York by exhibits of his new gowns at Wanamaker's on living models who wore wigs of a color identical with the hue of the gown the question of showing gowns on forms topped off with the wigs to match in color has come up. Some of the houses who do not use forms are not interested, but probably others will come out with window displays with gowns of which there will be wigs to match in hue. We understand there have already, at this writing, been importations of fine wigs of this type.

Then again we have the modern "bustle effects." Panniers, although enlarged? No. Do not say panniers, for that is passe. Bustle effects is the thing. Bustle effects branching from rear well round to cover the sides, startling protuberances, of the beauty of which we may let others speak. The window trimmers have to deal with this style in their drapes, and they are going at it with a vim. Mr. Katz recently had in at Abraham & Straus' some marvelous interpretations of this style, with what might be called triangular brackets of immense size built on to the sides—brackets, we should say, of dress goods, however, which maintained a rigid stiffness. Taffetas have come in strong with the bustle popularity, for taffeta stands up like an oak in a gale of wind, and does not hang to the form like charmeuse. Hence the prediction here is that taffeta will be used to a greater extent than for many seasons. Mr. Tishman, at McCreery's, had some tremendous protuberances at the sides of his forms, for McCreery silks must be strongly featured in a way commensurate with their reuptation. So mote it be. The style is here, and trust the skilled New York decorators like Mr. Katz and Mr. Tishman to catch the idea and interpret it to the people. Perhaps some day the feminist movement will result in a modern declaration of independence of Paris—and maybe it won't.

One of our observant decorators smiles at certain strictures on the new styles and ruminates this way: "The current drapes must not be taken too seriously. The new styles, in their original state, fresh from Paris, are shown, let us say, to give American dressmakers and consumers the idea of the real motif of the season. These styles are not followed to the extreme, but there are adaptations that bring the idea down to a point where Americans can really embrace them. You remember the hobble skirt, afterward modified by the slit, and the harem



Plate No. 4801. A Spring Display by Henry Whitnack for H. B. Sykes Co., Elkhart, Ind.

This is a display that is so simple that it requires but little description. The background was a green velour curtain and the floor was covered with green felt. At either side a floral unit was placed. On the stand at the right there was a large white glass globe containing an electric light. Roses and ferns were used.



Plate No. 4802. A Good Arrangement of Merchandise by Thos. H. McCabe for J. W. Robinson Co., Los Angeles, Cal.

Here is a cleverly arranged display. Only the costliest goods were shown and the only decorative feature was the statue on the pedestal at the back of the window. The simplicity of the treatment recommends it.

skirt, and the panniers and now the bustle effects. They are all toned down. The window displays create a lot of talk and the first displays of these new things are first class advertising for any store.

At this writing we are told that, in colors, Paris is very strong on burnt orange, or golden brown, which promises to "go" here. Short coats are to be the vogue, say exclusive houses, smart little cutaway coats in combination of plaids and taffetas, or plain taffeta with plaid. Though taffetas will have a large sale, for reasons stated, charmeuse and similar goods are moving very fast at the present time, for use of women going to Florida for the winter.

Easter falls on April 12 this year, which has a rather mild interest for decorators—much more, however, for buyers in various departments. The department openings come on nowadays, in order, at their proper time, and there is less of a formal general "opening," with accompanying decorations. There will no doubt be springy suggestions in the windows and more or less of a floral nature, but "what the house wants is business," and fine department openings keep things moving quite a long while and do not clutter things up like a general opening. Take the O'Neill-Adams Co., for instance, as a merchandizer of popular priced goods. The furniture sale started back in January and runs through February. Then late in February with the entire Sixth avenue windows of the Adams store devoted to it, will be the "opening sale" of women's spring wearing apparel. These events are not "openings," but "opening sales" and are advertised as such. Then early in March comes the "Profit-sharing sale," and in June the "Signal sale," being, we are informed, "the signal of success in the line of merchandizing," and taking its name therefrom. The O'Neill-Adams Co. is strong on sales and has invented ingenious names for and methods of conducting them. And while they are going on, the "opening sales" of the various merchandise come along as per schedule, season after season.

All dress goods were out of the Altman windows the middle week of February to give place to a whole stretch of oriental goods—mainly Chinese rugs, mandarin coats and skirts, screens, Chinese draperies and bric-a-brac—a very interesting exhibit for the connoisseur. Work on the great new addition goes forward, though it will not be opened till early fall. The only new features, it has been decided, will be a playground on the roof, restaurant for employees, and extra conveniences for customers. The whole of the vast space will be taken up by enlarging all the departments of the store, all of which have been greatly cramped for room by the demands of a growing business.

LORD & TAYLOR

At this writing Lord & Taylor are working to get into their new building at Fifth avenue, 38th and 39th streets, February 24, although it may be a week later. All the buyers have been spending a lot of time getting their departments in readiness, and by the time this reaches the reader's eye, the

new store will doubtless be in full operation. In addition to the display feature noted in our last, there will be, at each side of the main entrance, a show window each with a revolving bottom, divided into four parts, adapted to showing jewelry, slippers, laces and the smaller dress auxiliaries. These exhibits will revolve about every fifteen minutes. There will also be show windows behind the entrance doors at night. The floor bottom behind the entrance descends at will, and at night a window bottom, with merchandise display, will be elevated in place, so that the full Fifth avenue front, entrances and all will be full of various exhibitions of goods.

RECEIVER'S SALE

There is a receiver's sale at the stores of the Simpson-Crawford Co. and the Fourteenth Street Store, which have attracted large numbers of bargain hunters, and doubtless benefited as well, the other Sixth avenue stores by bringing the people on to the avenue. Work is proceeding toward some kind of a final settlement, in all the Siegel matters. We note that in the advertising of the Greenhut-Siegel-Cooper Co., and their new flags, signs, etc., the name of "J. B. Greenhut, President," appears in large letters, and the old name in much smaller type. It is evidently the intention of the management to change the name, and eliminate those of Siegel and Cooper, as well as to emphasize the fact that "The Big Store" has no connection with the Siegel institutions.

The tango and hesitation waltz have invaded the department stores over at Bamberger's, in Newark, in the auditorium, two interpreters of the modern waltz, are at work daily, doing the tango and hesitation for the benefit of the women of Jersey's largest and fast-growing city. From the audiences, the entertainment is appreciated.

William F. Reid was due in New York early in February from Pittsburg, as he informed the writer that it was his intention to come on then, but the forthcoming opening of the big new store of the Kaufmann-Baer Co. there evidently detained him. We understand that the building will be completed earlier than was anticipated, and that the company is writing wholesalers to hasten shipments of their goods. Mr. Reid has a penchant for taking hold of opening jobs in big department stores, and is to be congratulated on his opportunity in the windows of this great new house. His taste and ability are unquestioned.

J. Reinstein, head decorator for four years with the department store of Leopold Adler, Savannah, Ga., was a visitor to New York early in February. Mr. Reinstein was formerly a member of the staff of Al. Manee, at the Adams store of the O'Neill-Adams Co., before the consolidation.

ABOUT COMING TO NEW YORK

Many decorators throughout the country, enterprising young fellows, get the New York bug into their heads, and some of them try it out. A good man in one of the big cities on the lakes, who held a good job there saw an advertisement of a small house here, who advertises often for a



Plate No. 4803. Display of Gowns, Etc. by Harry H. Heim for the Marston Co., San Diego, Cal.

The background of this window is of plain mahogany on which was hung a picture in a silver frame. Several Oriental rugs were used to cover the hard wood floor. The color scheme throughout was black and white. The arrangement was simple but exceptionally pleasing. The picture does not do the display justice.





Plates Nos. 4804-5. Interior Decoration by D. B. Chambers for Younker Bros., Des Moines, Ia.

These pictures show two views of an interior decoration that was used by this store last spring. The pergola was built to form a promenade for a fashion parade of living models. The columns were rented from a dealer and served to support the cross pieces that were decorated with an unconventional arrangement of flowers and foliage. Along each side of the promenade was a strip of floor covered with natural potted plants of various kinds.

window trimmer. It was at a week end, and he jumped on a train for New York, and looked up the place, after seeing which he was disillusionized. He inquired of some New York decorators, who told him of the paucity of openings, when he stated his willingness to get to work as a second man somewhere. Finding out that his pay as second man would not be equal to what he was getting out West, he started home, with an experience that will not do him any harm.

Madame Recamier is popular at Gimbel's. The recumbent figure last appeared in a window fitted up as a bedroom to exploit the February furniture sale. She was reclining under the baby blue coverlet, holding a book, and leaning over toward the side to take a letter handed by a maid. The scene was so novel that it attracted much attention. Gimbel Bros., by the way, have bought the entire stock of Blum Bros., Philadelphia, and are advertising the sale of it strongly, for both the Philadelphia and New York stores. At the latter the sale is held entirely in the bargain basement, beginning February 12.

WINDOW DRESSERS MEET

The association of window decorators of the metropolitan district has been organized, and the following list of officers is an earnest of the representative character and importance of this body. The president is Herman Frankenthal, dean of the profession and pioneer in its progress, decorator for B. Altman & Co.; vice-president, William Tishman, decorator for many years for James McCreery & Co.; secretary and treasurer, Charles Wendel, decorator for Gimbel Brothers, and under whose direction the various departments of the Gimbel store were installed. The chairmen of committees are as follows: On membership, Jerome A. Koerber, decorator for Strawbridge & Clothier, Philadelphia; on amusements and display features, W. F. Alert, decorator for R. H. Macy & Co.; on constitution and by-laws, J. Kelly, decorator for Oppenheim & Collins & Co. Thus the officers and chairmen of committees will be seen to be a tower of strength, comprising many of the strongest men in the East in their profession.

The meeting at which the above election was held took place February 1, at Villa Telmany, near Silver Lake, Staten Island. In fact it was an all-day session, a business meeting being held between 1:00 and 2:00 p. m.; dinner from 2:00 to 4:00; further business session until 6:00, when until 8:00 there were a couple of hours of social intercourse, followed by supper at 8:00. Among those present were the foregoing gentlemen, and J. H. Richter, decorator for Saks & Co.; E. Munn, for Franklin Simon & Co., and Mrs. Munn; H. L. Beer, for James A. Hearn & Son; James Trewbella, for Best & Co.; W. C. Berg, for Bonwit, Teller & Co.; Mrs. Tishman, Mrs. Kelly and Mrs. Richter; and John H. True, advertising manager for Palmenberg's, with newspaper representatives. The enjoyable occasion was the outcome of the previous meeting, back in October, when the decorators met at dinner at the Waldorf-Astoria. There was ample time for consideration of all important matters and the committees were started at work on their labors. Mr. Frankenthal advocated the February 1 meeting at the rural elysium named, which was voted by all to have been a happy thought.



Plate No. 4806. Spring Display by J. A. Moore for Graham-Sykes Co., Muscogee, Okla.

This display was embellished by a conventional rose treatment. Along the top of the background was built a light open framework behind which a light fluffy fabric was puffed loosely. Other details are evident.

Another meeting was held February 16 at the Hotel Pierrepont, with the officers as noted previously in charge. The committee on Constitution and By-Laws reported and the report was accepted and adopted. The body is now organized, with some 27 charter members, and operating under a Constitution and By-Laws. It is now ready to receive other members, and those interested can secure information from Secretary-Treasurer Charles Wendel, c|o Gimbel Brothers, New York, or any of the officers or members. The board of directors has many interesting features in mind, with exhibits of special displays, lectures on decoration and merchandising. The directors will meet every two or three weeks for a while and the general body about every six weeks until the organization gets running smoothly. There are many details yet to work out. The enrollment of new members, in and out of New York, will be pushed. On the membership committee from out of town are Mr. Cronin, of Bamberger's, Newark; Mr. Waldron, of Loeser's, Brooklyn; Mr. Koerber, of Strawbridge & Clothier, Philadelphia; Harry Nathans, of Jordan, Marsh & Co., Boston; Mr. Barker, of Hochschild, Kohn & Co., Baltimore and Mr. Ornsteil of the Julius Lansburgh Co., Washington, D. C.



Plate No. 4807. A Spring Display by J. A. Moore for Graham-Sykes Co., Muskogee, Okla.

Here is an unusual setting. The background design was finished in rough stucco effect and the same treatment was applied to the frames for the show cards. In front of the framework was placed a bench of original design also finished in stucco. High on the background on each side was placed a flower box, and a bird house on a tall post added to the effect. This picture shows one half of a corner window.



Plate No. 4808. Summer Furniture Display by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

The time will soon be here for displays of summer furniture and here is an unusually good suggestion. The flowers in vases on pedestals supply the proper atmosphere and just enough decorative effect for this kind of display which would look bare without them. The rest of the setting including the background was made up entirely of merchandise. Porch shades of different patterns were used for the back and end. The floor was covered with three fibre porch rugs. The furniture shows for itself. Anything added to or taken away from this display would have lessened its attractiveness. It is a model window of its kind.



Plate No. 4809. An Interior Setting for a Promenade of Living Models by Steinbach & Co., Asbury Park, N. J.

The fashion show with living models has become highly popular with stores all over the country during the past three or four years and there are hardly two stores that conduct this event in the same manner. In some stores the models promenade along the aisles, in others they appear upon a raised stage. The above picture shows yet another way in which these models are "displayed." In this case a large space has been roped off and decorated to give it a springlike, out of doors appearance. In this space the models move about in a leisurely way, three of four being on view while the others are changing their costumes. The decorative scheme will be readily understood. This was the first show of its kind held in Asbury Park.



Plate No. 4810. A handsome Setting by Al. Hagen for the Grand Leader, St. Louis.

This picture shows how the clever decorator can adapt temporary trimmings to the permanent fittings of a background and give the window an entirely different appearance. This window has mirrors in all of the round topped openings and these have been covered with a flower effect in front of which lattice work has been fitted to give the effect of French windows. Over the lattice are run sprigs covered with delicate flowers and foliage. Onyx paper has been used with excellent effect in this setting. It is used on the floor in large squares and also to cover the steps and pedestals. The figures are well posed. One would think that with a window of the unusual shape shown here that there would necessarily be a good deal of sameness to the settings. That is not the case, however. Each time Mr. Hagen manages to give it an entirely different appearance.



Plate No. 4811. Display of Waists by Harry H. Heim for the Marston Co., San Diego, Cal.

This window background is a permanent one of mahogany and for this occasion blue silk curtains were hung in the panels between the pilasters. Oriental rugs were used on the floor and the shirtwaists were all in various shades of blue. The accessories were also in the same color. This made a pleasing display.



Plate No. 4812. An Easter Display by L. F. Dittmar for Browning King & Co., Cincinnati, O.

This window was divided into three sections. The one at the right was exceptionally well balanced, having a large palette puffed with lavender crepe and a white scarf of the same material placed in the middle. Easter lilies were used in glass vases. While unpretentious, this made a pleasing setting.



Plate No. 4813. A Special Sale Window by Robt. F. Koch, Allentown, Pa.

This is strictly an advertising window that was designed with the view of calling attention to this brand of hosiery in as emphatic a manner as possible. The lettering on the window glass was made so conspicuous that it was impossible for any one to come within any reasonable distance from the window without reading it. This lettering was pasted to the glass. A large amount of the manufacturer's advertising matter was used in the window. This consisted of large and small posters, cut-outs, car cards, etc. It was not the intention to make this an "art" display but to let the public know about this line of hosiery.



Plate No. 4814. An Interior Decoration by E. F. Swank for Louis Bischof, Crawfordsville, Ind.

Here is a scheme of decoration that was used for an opening exposition. Not only were drapes exhibited on the ledges but on the counters and show cases as well. The tops of columns were decorated with a framework design covered with flowers. From the ceiling were suspended vines terminating in fancy paper shades. This picture shows only part of the dress goods department. The rest of the store was decorated in the same way.



Plate No. 4815. An Opening Display by C. E. Wilson for the Killian Co., Cedar Rapids, Ia.

This was quite a handsome display but much of its attractiveness is lost in the picture. Along the top of the background was run an ornamental cornice. This was supported at short intervals by pilasters in the same style. Both pilasters and cornice were finished with light molding and other relief ornaments and at intervals were inserted panels of onyx paper. At the corner was a lattice work ornament below which was placed a long flower box. Near the middle may be seen another kind of flower box raised on a low pedestal. Roses were the principal flowers used although a few other varieties of flowers and foliage were employed to help out.



Plates Nos. 4816-17-18. Part of a Series of Spring Windows by John A. Jones, Jr., for Coulter D. G. Co., Los Angeles.

In the series of windows of which these are a part, the only background treatment consisted of an arrangement of flowers and foliage along the upper part of the permanent back. The principal decorative feature consisted of a large art casting in composition placed in each window. In one display was a flower box, in another an ornamental seat, in another a large ornamental urn upon a pedestal. Small pieces of statuary and a profusion of flowers were also used, also an occasional ornamental basket filled with flowers. These windows were trimmed last spring.







Plate No. 4819. Spring Display by J. A. McNabb for Richard Hall & Son, Peterboro, Canada.

This was an opening display of spring millinery in white, green and rose. The framework was covered smoothly with white cotton and rose colored shades were introduced to lend color and attractiveness to the setting. Small rose vines were used over the background. This was a simple and inexpensive setting.

A FASHION SHOW

A NORIGINAL PLAN THAT WAS SUCCESSFULLY EMPLOYED TO CONDUCT AN EXPOSITION OF FASHIONS IN A STORE WHERE THE SPACE WAS LIMITED—HOW IT WAS DONE

E. H. C. Ackemann
With Ackemann Bros., Elgin Ill

JUDGING from the numerous articles that have been written on the subject of fashion shows, one might reasonably conclude that nearly every successful scheme in this line had been tried out, yet looking carefully over the field already covered, I believe that a recent event conducted in our store had a number of points that differ materially from other style shows that have been written about. For this reason I think it likely that a description of the special features of our last fashion show will be of interest to many ready-to-wear buyers and window decorators.

The first question concerning any style show arrangement ought to be the possibility of exhibiting to a large crowd. Unfortunately for the merchant, the average store offers but a limited possibility in this line. A theater affords the possibility, but the theater is likely to prove too expensive. Another objection to the theater is that about half of the real advertising value of the event would be lost through its not being held in the store—furthermore, gowns of intricate design or with delicate trimming could not be studied in detail at a distance. For these reasons we determined to hold our fashion show in the store and to adapt the surroundings to fit the occasion.

Knowing it to be impossible to show garments on the floor level, we decided upon a combination of stage and floor promenade. For this purpose an amply large stage of about 12 by 15 feet was built in the suit department. The stage had an opaque back. Window reflectors with powerful lamps hidden by draperies were fastened to the top of the stage. One reflector with a 150 watt tungsten lamp was installed on each side of the front of the stage near the floor and these served to illuminate the lower part of the garments shown. In this way a perfectly even distribution of light was accomplished which made it possible to see every detail at a considerable distance. On either side a set of low steps led up to the stage. These were constructed to permit the models attired in the tightest of skirts to ascend and descend with ease.

Six professional models were engaged and in addition there were two ladies from town, one junior and five children making fourteen in all. Each model first ascended the stage where a lecturer explained the garment and stated the price while the model moved about showing every line to the best advantage. She then descended on the other side and followed the aisles which were covered with white muslin and guarded by ropes stretched over poles. The promenade extended through all



THE FRONT STAGE WHERE LIVING MODELS POSED.



THIS SHOWS THE SECONDARY STAGE USED WHILE MODELS WERE DRESSING.

the larger aisles of the department so patrons had plenty of opportunity to study the garments in detail and to get any desired information by asking the model as she passed. A five piece orchestra was placed at the opposite end of the floor so that it afforded pleasing music without drowning the explanations of the lecturer.

The writer had noticed that in style shows with only ten or fifteen models, pauses or interruptions in the promenade are unavoidable. To eliminate this objectionable feature and to make the performance a continuous one, the stage was divided into two sections, one in front of the other. A curtain was drawn across the stage five feet from the front. This made practically a second stage or setting at the back, upon which a number of displays were arranged and changed during the performance.

As soon as the promenade would stop for a while, the curtain was drawn and a display of muslin underwear was shown in the light of blue lamps which afforded a soft illumination that rested the eye of the onlooker, strained in following the movements of the living models. As soon as the promenade was started again the lamps in the back were turned off, the curtain drawn and the whole display changed so that the next time a wholly different display could be made at the back. The second one was of infants' goods shown in a soft pink light that harmonized with the ribbon trimmings. Then followed a corset display in a green light and last came a sweater display in red. This last display was somethnig of a novelty as it was posed by living models. The scene was made up to represent a student's room. The models were adults and children. All were dressed in sweaters and were .posed to represent dummies. At a given signal they "came to life" and left the stage to promenade through the aisles. This illusion was particularly effective as before the audience had only seen inanimate displays at the back. This is an idea that might be worked out in many ways.

This style show was held one month after the autumn opening last season, thus insuring better selling results. Invitations were sent to all of the ladies on the mailing list of the store. This whole floor was decorated in fall colors. The show cases were dressed to look their best and attract the eyes of visitors when not held by the promenade. The lower floors were decorated with potted plants, etc., and were put in such condition that out of town visitors could not fail to be impressed with the character and standing of the establishment. Of course a similar scheme could be used with equal success.

The accompanying pictures will give a very good idea as to the stage arrangements although dummies were substituted for living models on account of the long exposure before the camera that was necessary. A number of 2 by 12 inch boards were rented from a lumber yard and placed upon substantially built "horses," to form the floor of the stage which was covered by a large rug. The front of the stage and the sides of the stairs were covered with dark red onyx paper. The curtains were of rich, dark green drapery goods draped without cutting or injuring the material. The 100 posts used to carry the ropes that lined the promenade were



ANOTHER VIEW OF SECONDARY STAGE.



CORSETS SHOWN ON SECONDARY STAGE.

economically secured by inserting one-inch dowels into 4 by 4 by 1-inch blocks and fastening them to the floor by means of a few thin nails that injured neither the floor nor the carpet.

The management of Ackemann Bros. is convinced that this show was a big success in every way. Each exhibit was attended by from 3,000 to 5,000 visitors at a conservative estimate. The same plan might easily be carried out in most stores where the room will permit it.

Gimbel's Installs Telectrophones

COMPETITION of the most strenuous sort exists between a number of the eastern stores in the matter of entertaining their customers. Some of them have magnificent entertainment halls where musical and other programs of considerable elaborateness are carried out at frequent intervals. Each is constantly trying to outdo the others and the result is that the public is given considerable free entertainment. Pursuing this policy, Gimbel Brothers, of Philadelphia, last month installed "Telectrophones" in their waiting room for the entertainment and information of visitors to the store. They announce the innovation as follows in a newspaper advertisement:

You who years ago read Edward Bellamy's "Looking Backward"—wherein the author stepped a century ahead and "looked back" on accomplishments—will recall that the comfortable people of that all-fair day simply took a receiver from the wall and heard Grand Opera or some form of entertainment.

Well, the Telectrophone has made that thing real.

Some fifteen years ago Theodore Puskas came from Hungary to learn in America, by actual work, our electrical secrets. He took home what we knew and he dreamed, on the way this thing wholly his—a better-than-telephone transmission of news and entertainment. He gave his city, Buda-Pesth, his secret—and there are more telectrophone than telephone subscribers in that truly-marvelous city.

Now, Philadelphia has it—you can have it in your home—you will have it. The cost is nominal.

Come and enjoy it all you please in the Gimbel Waiting Room.

A program gives the sequence of the days divisions, but everything you hear is new each day.

It starts with Observatory time at 8 a. m. and closes with a whole evening of high art entertainment.

615 to 7 is the Children's Hour.

5:15 to 5:45 Language Lessons are yours—by native teachers.

3:00 to 3:30—Market reports and sporting news.

Noon—Correct time.

Just before noon—The Government guess of the morrow's weather.

We're giving it backward—and hit-or-miss. Come, take it all in.

No noise; no interruption of those desiring to rest. If you want the telectrophone service you must take up a receiver. That's all.

Women Wreck Store

WOMEN BARGAIN HUNTERS on Saturday, January 24, wrecked the dry goods store of John S. Hooper, Frankstown avenue and Oakwood street, in Pittsburgh, tore down shelves and counters and stole $700 worth of merchandise. Hooper advertised a sale, preparatory of going out of business. At 6 o'clock in the morning a multitude of bargain hunters was at the doors. The store filled in a moment. The front doors were then locked. Women climbed through basement windows. Clerks were powerless. Shoppers from the Frankstown avenue district filled aprons and baskets with goods and made no pretense at paying for anything. Others climbed on counters and pulled goods from the shelves. Police reserves were called from the Frankstown station and cleared the store. The remnants of the wreck were sold during the remainder of the day under police protection.

BACKGROUNDS

AN ARGUMENT FOR PROPER SETTINGS FOR MERCHANDISE —ITS ADDS TO THE APPARENT VALUE OF THE GOODS AND HELPS TO MAKE SALES—A BACKGROUND FOR SPRING

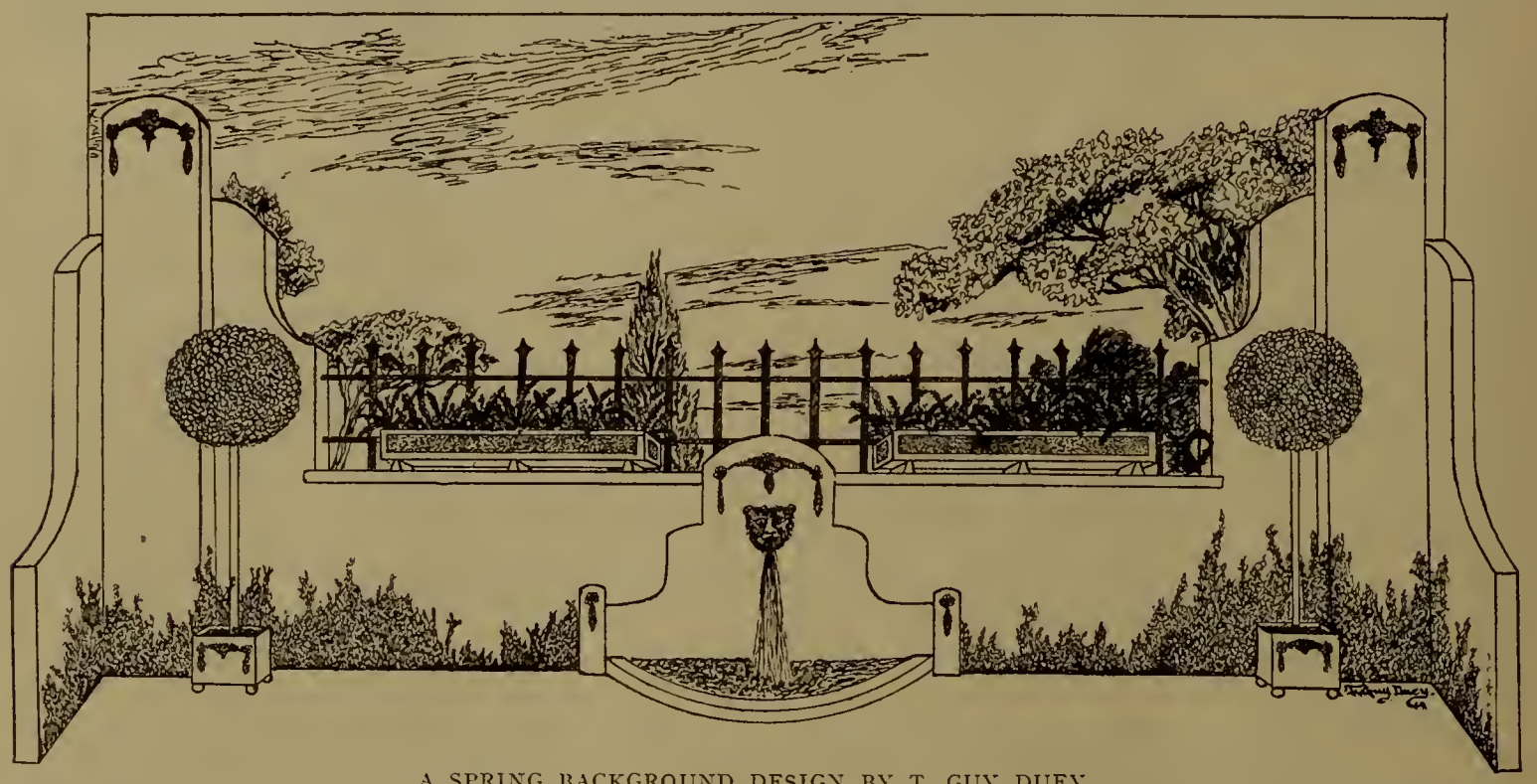
T. Guy Duey
With Macpherson & Edward, Springfield, Ill.

IT APPEARS that there is always more or less argument as to whether or not the decorative backgrounds used in show windows are practical. Some merchants say "We are not selling backgrounds, scenic paintings or artificial flowers—what we want to sell is merchandise." This argument is all well and good and perhaps, on first thought, one might be inclined to agree with the merchant who holds to this view of the matter. At any rate, we will take his view and proceed.

We will take a large department store that caters to the high medium class of trade. We are working for the merchant who professes a disbelief in window decoration so we will put in an opening display according to his ideas. We are going to show the spring line of women's high class suits, gowns, millinery, etc., and we will eliminate all decoration and place the garments in plain windows having hardwood, mirrors or whatever the background may be. Each garment will be handled as carefully as possible to bring out all of its good points. Then a few accessories will be added and the whole display will be made as nearly a work of art as possible. Needless to say these windows will attract a large proportion of the women who pass the store and who may be thinking of a new coat or suit. The merchandise itself will accomplish that much. We will suppose that this store has ten windows of about the same size and all facing on the same street, with the same number of persons passing each window.

Now then, suppose we have made the plain display described in the foregoing paragraph in five of these ten windows. We will now proceed with the other five windows but we are going to handle them in an entirely different way. First we will install a handsome background which has been planned and sketched out far in advance—it has been studied over, changes and improvements made until, in our estimation, it is just about what it ought to be for this occasion. Then the preliminary planning is put into effect and the details are carried out to the letter in the trimmer's workroom where everything has been built, finished and set up temporarily in order to avoid mistakes as to fit, etc.

When the time comes we will place this setting in the five windows that are left, and we will then put in this series, so nearly as possible, the same amount and the same class of merchandise that have been displayed in the plain windows. Now everything is ready for the raising of the curtains on the big fashion event. The shades go up for the "Grand Opening" and the streets are crowded. Having completed the work and worry of weeks, we will now step aside and leave it to your judgment as to which set of windows will have in front of them the largest and most enthusiastic crowds.



A SPRING BACKGROUND DESIGN BY T. GUY DUEY.

Will they be admiring the garments shown in the windows with lifeless backgrounds, or those that have been given added richness and beauty by the presence of beautiful surroundings? Of course the matter of backgrounds depends to an extent upon the class of trade to which the store caters and the



New Courses

IN

ADVERTISING

SALESMANSHIP

STORE ACCOUNTING

CARD WRITING

The Koester School Announces

The Addition of Correspondence Instruction in Advertising, Salesmanship, Store Accounting and Card Writing

Correspondence Instruction. Many young men cannot afford to spend the amount of money necessary to pay car fare to a school and pay board while attending school; neither can they afford to give up their present position to attend school. They *can* afford to pay the small tuition fee. To serve these ambitious young men The Koester School has been working out a complete merchandising correspondence course and are now able to announce that the first classes are now forming for studies in **Advertising, Salesmanship, Store Accounting** and **Card Writing.** You can take as many of these studies as you desire.

Personal Instruction. Courses in Salesmanship, Store Accounting and Scenic Painting have been added to our regular courses of Window Trimming, Advertising and Card Writing, and all these studies are taught by personal instruction in the school.

Any student taking the Correspondence Courses has the privilege of attending the Personal Instruction Classes at the school whenever he finds it possible, at no extra charge.

We now occupy two floors in the Dry Goods Reporter building, giving us nearly 10,000 square feet of space. This is the largest and most complete school giving merchandise instruction in the world.

Write us a good letter telling us what help you need

THE KOESTER SCHOOL MARKET AND QUINCY STS. CHICAGO, ILL.

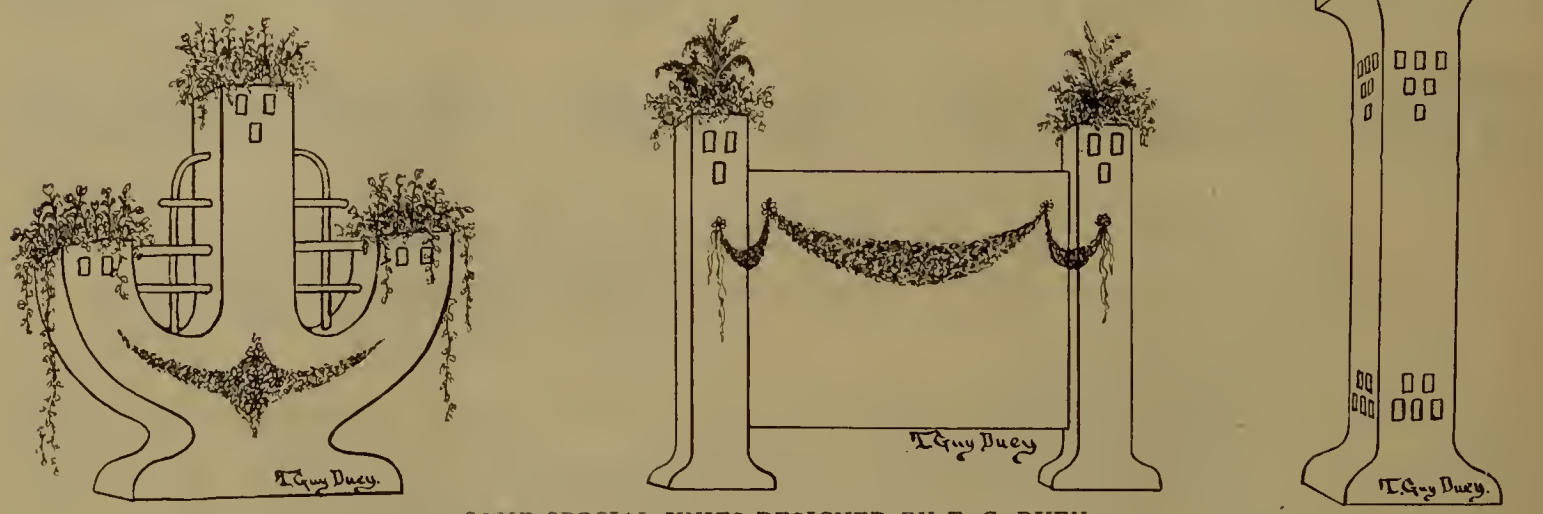
kind of merchandise carried. However, it is the belief of the writer, based upon ample observation, that the time, money and effort spent in making an apropriate setting for fine merchandise will receive ample reward.

Herewith is a window setting that would be appropriate for spring and which would prove an artistic setting for women's ready-to-wear or any high class department store. It is not very complicated and would be easy to work up by the average trimmer in most localities.

The wall, slabs, fountain and other architectural details would best be made of composition board and finished to produce a stone effect in light, warm tones. Across the top of the wall runs an imitation iron fence. This could be made of strips of wood and painted a dead black, or it might be given an oxidized finish with antique bronze. On the wall, in front of the iron fence are placed two flower boxes which might be filled with tulips or other spring flowers and ferns. Near each end, set in a square box or tub placed slightly in front of the wall, is a conventional tree that may be made of artificial or preserved natural foilage arranged over a wire sphere. The effect of moss on the wall could best be obtained by getting natural preserved green moss and glueing it to the wall. The moss effect could be extended over part of the floor if desired.

In the fountain, the water illusion can be produced in a number of ways. For the water that is supposed to be falling, glass tubes could be used and that in the basin could be imitated by a mirror. If tubes are not obtainable, angora wool will serve as a substitute. This can be had from any yarn department. With a simple spring landscape placed behind this setting and a few papier mache ornaments as indicated in the drawing a sightly effect can be produced.

Here also are three decorative units that could be used in this or any other window of the same general character. Or, one of them would make a complete decoration for a small window. They might also be used on the interior of the store, on ledges, over shelving, etc. These also are to be made of composition board and may be finished according to the judgment of the decorator. The construction is made quite clear in the sketches so no detailed description is required. The size of these units would depend upon where they are to be used.



SOME SPECIAL UNITS DESIGNED BY T. G. DUEY.

Kalamazoo Style Show

MERCHANTS OF KALAMAZOO, MICH., will hold their second annual united style show the latter part of this month and they have voted to raise a big fund to advertise the event throughout the territory tributary to that ciy. Five hundred dollars is to be spent on a big poster campaign. Eight sheet posters will be placed on all of the available bill boards in the cities, towns and villages in the southwest section of the state. Street car cards will also be used and the newspapers will carry a large amount of space to exploit the occasion.

WANAMAKER'S STORES in New York and Philadelphia made a good deal of advertising capital out of the fact that they closed their establishments all day on both Lincoln's birthday and the Monday following Washington's birthday. They commenced "talking" about this innovation as early as the latter part of December and hammered away valiantly on the subject until the latter part of February. Whenever Wanamaker's does anything that they consider to be in line with progress, they certainly do not neglect to confide their views to the public.

FREE

The first series of the McCall Dry Goods Selling and Draping Service

will be sent postpaid to any window trimmer, display manager or merchant who will mail us the attached coupon

No store too small—No store too large to use this service effectively.



One of the completed McCall Fashion Fabric Drapes included in the March Service.

THE McCall Dry Goods Selling and Draping Service is the first publication ever issued the purpose of which is to keep abreast of the newest achievements in the art of window and store display and combine them with the latest fashions in women's dress. It will be published monthly in the future.

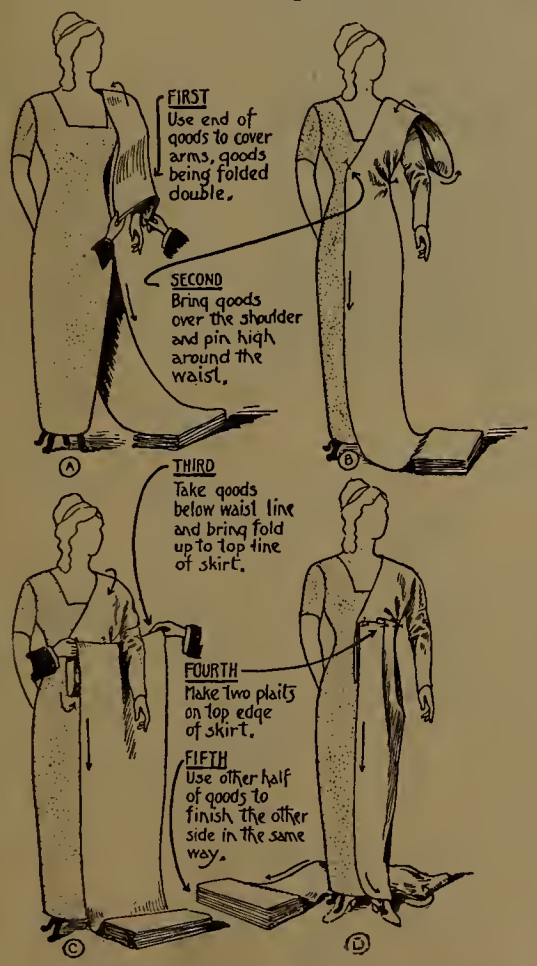
So comprehensive, clear and concise is it, that with no cutting or damaging of material, displays of your newest fabrics, draped in the latest style and of the greatest possible selling power are equally available to the window trimmer of limited experience and the expert display manager. The simplest and most effective way of making each drape is shown step by step.

The McCall Company is the largest, most accurate and far-reaching organization in the world for gathering fashion news. All of its authentic, authoritative, advance, style-information is drawn on for this service.

This service brings to you the ready means for making displays without additional cost, which will carry an irresistible temptation to style-loving women to buy the merchandise shown. It will enhance the reputation of your store as a fashion center.

This Monthly Service Will Sell More Fabrics

Because it enables you to display your newest fabrics made up in the latest styles, exactly as they will look when worn, your customers will realize they can buy both the goods and patterns from you. By thus showing a number of new fabrics you afford a choice of material and style. Therefore this a real dry goods selling service.



One of the instruction plates, reduced, that illustrates and explains how to make the completed McCall Fashion Fabric Drape shown above.

Will Also Sell More Accessories

Special attention is also given to the latest and most artistic effects in stand and wall drapes for ledge, counter and window use, explaining in detail how they are adapted to seasonable fabrics and how appropriate dress accessories, such as millinery, shoes, gloves, laces, neckwear, hosiery, parasols, jewelry, etc., can best be shown in order to get the largest sales.

This Monthly Service Includes

Complete series of Fashion Drapes.
Complete series of fully trimmed Fashion Fabric Windows.
Complete window trim of Fashion Publications.
Instructions for making all drapes and trimming all windows.
Auxiliary drapes for ledge, counter and wall.
Background ideas—seasonable, architectural, floral.
Definite instructions for appropriate use of all dress accessories.
How to use forms, stands and fixtures.
Complete set of hand lettered and illustrated show cards.
In fact, everything that goes to make a complete service.

Send this Coupon Today so you will have this FREE service for your Spring Windows

The McCall Company,
McCall Bldg., New York.

Please send me free the March issue of your Dry Goods Selling and Draping service.

Name

Firm Name

Town State.....

Pattern handled?

THE McCALL COMPANY

World's Largest Manufacturers of A Paper Pattern

McCall Building New York

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF.

The Evolution of Fashion Has Brought Us to the "Bustle" in Women's Suits—It was Premet who saw first the possibilities of the bustle—and revived it in Paris. There they loved it at once—its vogue for spring is assured. A duplicate of Premet's bustle suit is here, in fuchsia colored moire—the coat rippling in back over the bustle of the skirt, which is finished by a wide ruffle, which joins with another ruffle, and crosses in front. The lines are fascinating—a herald of the best spring fashions. Price, $195.

Wonderfully Pretty New Waists, $5—There is a distinction between "five-dollar Waists" and these "Waists at $5" that is apparent to every woman upon the most casual glance—if she knows values. For these Waists were intended to rank at $7.50 to $10, with more of them at the higher figure than at the less. They merit the higher prices by every standard of style, finish, design, attractiveness. They are made of fine crepes de chine in white and the good colors, with the extended shoulder, yokes, long sleeves, rolling collar. They appear in the very fashionable Roman plaids. They are made of net and lace in various combinations and in every new style, trimmed with other laces and with ribbons.

Plaids Are Large in New Spring Skirts—In a fancy worsted is a particularly pretty style in soft purple and green plaid or brown and blue plaid with an over-check of narrow tan stripes. In the front it simulates a tiered skirt, $5. Other new skirts showing the large plaids are of serge and of wool ratines, some made with the new hip ruffles. They are also $5.

New Paris Models in Misses' Spring Suits at $29.50. *Reproductions of the Hour*—The latest of youthful tailored modes, faithfully copied in the new Spring fabrics, such as wool crepe, crepe poplin, gaberdine, men's wear serge and check worsted. Shown in black and all the modish shades for Spring. Garments that are just as exquisite in workmanship as they are in design. And marked at a figure which is much below prevailing prices for this character of apparel. Ages 14 to 18 years.

New Spring Tailored Suits Seen Through a Half-Open Door—Not widely displayed are the spring fashions, but here and there a tantalizing yet authoritative glimpse—as if through a door half open—is ready for milady of discriminating taste. New, *new* NEW, the note upon which they are constructed. The coats are short, the skirts are much ornamented, there is an alluring new silhouette, a gay abandon to frills, flounces and furbelows. Not for many years has there been such diversity of ornamentation, not for many years has severity so entirely forsaken the Tailored Suit, whether for home wear or going away.

Before the Spring Gown Comes the Well-Fitting Corset—Your experienced dress-maker will likely advise a Paris-made Lillian because it has the lines she wants for the new styles—a suspicion of curve at the waist combined with the long, straight hips and low bust. There is sufficient variety in the models to suit practically every figure, but we prefer to fit the corset on you to insure exactly the right one, and during the morning hours if possible. In white coutil and broche the prices for Corsets Lillian are $8 to $22.

New Trimmed Millinery—Here are the very first new trimmed hats for spring. Our designers were shown some Paris inspirations, and the millinery people just home from Paris have given talks and illustrations. And these hats—$5 and $6—are the designers' impressions. It is giving very much of intrinsic value and advance fashion for next to nothing. New sailor shapes—higher crown, narrower brim. New turbans—and other shapes.

The Sash Blouse in Crepe de Chine and Taffeta at $5—It's hard to tell where their charm lies—in the flower-like colors—a dainty blue, white, maize, pink and a delicate peach-bloom—or in the style—the two fronts of the blouse are extended into sash ends, which cross and tie in the back—as sketched. Ribbon at collar and cuffs gives a touch of contrast in colors. There are other new styles in crepe de Chine blouses at $5 which women will like. One comes with a cord about the collar, which seems to gather in the blouse about the throat—this has contrasting color used in the hemstitched collar and cuffs.

What Is Best About This Millinery? Price? Style? Quality? Beauty?—A patron writes us from the far West: "Send me three Hats that will see me through until Easter. I cannot come East to make selection, but I know your Hats will be stylish and becoming as they have been for the ten years I have depended entirely upon your Millinery Store. I don't know what it is that gives your Millinery the air of Paris and the height of satisfaction to the wearers, but I am only one of many I know who feel that way about it." She IS only one of many that have said the same thing, asked the questions for a definition of this satisfactory quality. With style direct from Paris, the best materials, an undeniable beauty and becomingness of design, the final element of moderate price is perhaps least important. Yet these Hats, the best between seasons Hats we know of, are moderately priced, from $3.50 to $13.50.

$23.50 to $35.00 Suits, $15.00—Our own factory's product, the Suits made in a clever SPRING MODEL. They have the long, sloping shoulders, short, slightly bloused coat, belted across the back and with a velvet collar, which are pronounced features for the coming spring. The skirts have spring's becoming draperies. Made of soft diagonal cheviots, in navy, brown, gray and black. Besides these, are Suits from our own stock, made of fashionable cloths, in black and colors; values up to $35—$15.00.

Most Beautiful White Dress Cottons that have yet been shown in this vicinity—a collection probably never equaled in America. What are in the windows are but a preface to the larger showing within the Store. France, Germany, Switzerland and our American looms have contributed their most beautiful creations. Beauty of weave and of design—beauty to an unusual degree—promises for these white fabrics a great popularity during the coming season. Now is the time to make selection for the dainty white Frocks you are going to have—now while the showing is complete, and while you may choose from an unbroken variety.

The Little Corner of Inexpensive Dresses—Close to the Chestnut Street bank of elevators it is, in the Central Section—you step off the elevator and are in it at once. It looks like a garden of sweet peas with all the little pink and white and blue and lavender dresses hanging in their cases and waiting for the butterfly lady to come along and choose them, to dance and enoy herself in. Not one costs more than $16.50 and the least expensive are $11.75.

A Windowful of New and Glorious Blouses—Is a fair indication of the trend of Fashion this year. Every one of them is not only different from all the others, but every one is distinctively new, in lines, color tones, design. Four are here illustrated and show the ideas of Paris, for these are imported Blouses, the choicest productions of the French creators of style—who, by the way, are paying more attention this year to the Blouse than for several years.

New $4 *to* $7 *Waists at* $2.98—One of the finest waist sales it has been our fortune to see for many months—and waists are more in fashion this Spring than for several years. Many of them accurately reproduce recently imported Waists at much higher prices. All of them are of the very moment in style. Every one is a special value at its present price, and the Waists mentioned are merely instances of hundreds of interesting economy prices.

Spring Skirts at $5.00—Considerable variety of styles and materials here for so early in the season. Serges and poplins in solid colors are favored, and plaids, in light and dark tones and small checks are also prominent. Panniers and draped effects are seen to the best advantage in them.

Fashion's Web This Year Is Woven On Ribbon Looms For Ribbon Dominates Fashion—Fashion is keyed to ribbons this year. The newest and most attractive millinery is made entirely of Ribbon or trimmed with it. The Girdle in its many forms—pannier, minaret, tunic, harlequin—is

Continued on Page 66.



Established 1908
SMEBY BROS
T.C.S.W.D.
TWIN CITY SCHOOL of WINDOW DRESSING
MINNEAPOLIS - MINN

17 SOUTH SEVENTH STREET



Our "Motto"

The Success of Our School Has Been Made by the Success of Our Students.

Our School

The most efficient and only exclusive school of window dressing and show card writing in the world.

Instruction

The only school of window dressing and show card writing giving expert and individual instruction. We do not Recognize any one man's "hobby." We teach the methods used by America's foremost window dressers and show card writers, as well as those that are "original" by the Smeby Bros.



GRADUATES, JANUARY CLASS, 1914

Course

The only school giving the complete system of decorating, from store front construction and window arrangement. lighting system, backgrounds, interior and floral decorations, scenic painting and show card writing, to the complete window display used in the most exact, modern Department Store. All included in a complete course, under one price.

Equipment

No other school carries such complete equipment of fixtures, merchandise, built-in windows, backgrounds and Department store supplies as The Twin City School.

Show Cards

Our instruction in show card writing includes all alphabets and lay-outs for pen and brush, including air-brush with complete instructions of the use of cardboard, mat boards and covers.

We Invite Your Correspondence

Write for Our FREE Illustrated Catalog and Booklets

SMEBY BROS. **Twin City School of Window Dressing**
MINNEAPOLIS : MINNESOTA

International Association of Window Trimmers

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President, CLAUDE J. POTTER, St. Louis, Mo.

First Vice-President, A. W. LINDBLOM, Minneapolis, Minn.
Second Vice-President, E. G. REDMOND, Elkhart, Ind.
Third Vice-President, T. W. WANAMAKER, Galesburg, Ill.
Treasurer, JOHN GRANNEL, Evansville, Ind.
Secretary and Manager Employment Bureau, P. W. HUNSICKER, Grand Rapids, Mich.

BOARD OF DIRECTORS

Chairman, E. D. PIERCE, Rochester, N. Y.

G. W. HUBBARD, Grand Rapids, Mich.
E. J. BERG, Milwaukee, Wis.

The President Says—

That the window trimmers are gaining prestige every day as professional men. They are doing this by forming local associations and proving to the merchants that they are really doing constructive work. The trimmers themselves realize the necessity of these local associations and that only through such organizations can "higher efficiency through co-operation" be obtained.

The wonderful progress made by these locals speaks well of the work being done by the window trimmers throughout this country, and every association that I have visited is very enthusiastic over the way the merchants are lending their support to this proposition. In many of the locals the merchants and advertising men are taking an active part, which has a tendency to spur the members of the association to do a greater work.

An "on to Chicago" committee has already been appointed in Dallas to get in touch with the other locals in Texas to get up a special train to come to Chicago next August.

If every local association will do this we will have not only the largest attendance at our next Convention, but we will have the representative trimmers of this country there, and that means a real Convention—one that we all will derive some good from.

Let us all work for a business Convention,

CLAUDE J. POTTER, President,
International Association of Window Trimmers,
1627 Washington Ave., St. Louis, Mo.

Reynold's Transparent Signs

Interchangeable Letters



A Day and Night Sign

Something new for the window trimmer. Change your sign in a few minutes. Interchangeable letters so constructed that you cannot detect any lines between letters. No partitions or marks in any form visible. 72 letters furnished with each sign, including letters, figures, ornaments and spaces. Outfit also includes directions for making transparent paints so you can make your own designs in colors.

For Show Windows, Designating Departments, Special Sales, etc.

Sign is complete with lamps, attachment cord and plug ready for use.

Write for prices.

Reynold's Dull Flasher Co.
18 So. 5th Avenue, Chicago.

Show Cases and Store Fixtures
As You Want Them



Floor Cases of Any Description

"Kade Fixtures" are Quality Fixtures

Design Correct, Material and Workmanship the Best Have Been Known as Such for Over 25 Years

Write for Catalog "D"

C. F. Kade Fixture and Show Case Co.
The Quality Line Plymouth, Wisconsin

You Should See Our "PLYMOUTH PARAGON" Display Cases, Great Value, Low Price

Palmenberg NEW YORK

An Entirely New Catalog

with Palmenberg's latest ideas in display forms and fixtures is about to leave the press. We want you to own an early copy, and feel sure that you will be pleased when it reaches you.

Let us have your name and address and we'll send in return this interesting manual of Palmenberg's to aid your work in window dressing and display.

J. R. PALMENBERG'S SONS
Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place

President Potter Busy

Since the first of the year President Potter has been doing a lot of good work for the International association. On a trip through the Southwest he visited various locals and succeeded in stirring up an astonishing amount of enthusiasm. In every city he visited he left the decorators firm believers in the great benefits to be gained by getting together and all of them are working hard along co-operative lines.

The getting together of the trimmers, however, is not all that has been accomplished in the cities where locals have been formed. In each instance the enthusiasm has been communicated to the merchants of these cities and most of them regard their trimmers in a very different light from that in which they saw them a few months ago. In Dallas, Waco, Houston, Galveston, Little Rock and other cities of the big Southwest organizations have been perfected and there are many other places where locals are now in process of formation. It is believed that within the next few months practically every good sized city in the south and west will have its window trimmers' association.

Mr. Potter states that nearly all of the newly formed locals will attend the coming Chicago convention. The Texas locals are now making preparations to meet at some central point and all journey to Chicago in a body in special cars. From present indications, by the time for the convention there will be enough members from the Lone Star State to fill a special train.

Nor is this the only part of the country where the work of organization is progressing. From nearly every section come reports of locals formed and others preparing to. Certainly these are great days for the window trimmers and every member of the profession should take advantage of the enthusiasm that is sweeping the country. Every window dresser should look about him to see if it is not possible to form a local in *his* town—if the town is small take in two or three nearby towns. Strike while the iron is hot—and it will never be hotter than it is now. Every trimmer is reading about what they are doing in other cities and it will be easy for you to convince your fellow craftsmen of the advantages of organization.

President Potter will continue to visit various locals and will use his best efforts to assist in the formation of new associations in cities where the opportunty offers. In this issue are mentioned a number of new locals in the organization of which President Potter assisted.

Local Associations

For sixteen years the National Association Window Trimmers of America progressed but slowly. It was an uphill proposition all the time but a steady going ahead. Some got discouraged and fell by the way-side; others progressed and were advanced to positions as managers; some others went in business for themselves. But the others remained loyal and have kept the association going ahead all the time. New ideas have been tried. All kinds of propositions have been advanced to increase the membership. But nothing has proven so satisfactory, so effective, so universally progressive as the co-oepration through local associations. IT HAS PROVED TO BE THE MISSING LINK.

Local associations are being organized every where. The International is co-operating with them in every way possible. They have prepared educational matter to send out to these locals. And more will be prepared as fast as funds will permit. At present we have steropticon views of some of the best work by expert decorators. Other features will be added as we progress.

Last month it was my pleasure to report that six local Associations had been organized. I now have a greater pleasure to report that seventeen have already been organized, with more now organizing that I have knowledge of, and matter has gone to a number of other trimmers who are interested in local associations for their cities. I have received the charter application from the majority of those already organized and all have signified their intentions to affiliate with the International.

Another gratifying feature is the co-operation these associations are receiving from the civic and commercial bodies of the different cities. They are giving them suitable places to hold their meetings, at a very small cost if any. The charges are nominal, merely enough to pay for the light and janitor service. In many cases there is no charge whatever. This also gives them a suitable place to hang the charter which The International issues to the local associations. It is a handsome piece of work and one that you will not be ashamed to hang any where. It is the culmination of



THE DALLAS WINDOW TRIMMERS' BANQUET, ENTERTAINING PRESIDENT POTTER.

USE FELT
In Your Show Windows

To cover the floors.
To cover backgrounds.
To cover pedestals, steps, etc.
As background for air-brush, stencil and cut-out work.
For borders and special designs.
To cut out for applique work.
For plastic relief.
For curtains, valances, etc.
For covering large surfaces without backing.
In scores of other ways.

"American" Felt has qualities that make it the indispensable material for up-to-date show window decoration.

Its rich soft texture is possessed by no other fabric.

It is 72 inches wide, so you can avoid seams.

"American" Felt is made in over 100 shades—you can develop any color scheme.

As it is not woven, but felted, it cannot ravel.

The most sightly and most easily handled of all materials.

To make a striking window with "American" Felt, all you need is shears and ideas.

Be sure your felt is made by the American Felt Company. It has the finest finish and the clearest colors.

All dry goods stores and jobbers should have our felt in stock for 101 household uses. If you cannot get what you need, our nearest branch will supply you without delay.

American Felt Company

TRADE MARK

BOSTON, 103 Bedford Street

CHICAGO, 325 So. Market Street

NEW YO E. 13th Street

Oldest and largest manufacturer of felts for all purposes

several ideas. Each charter is finished with the air brush, by L. O. Butcher, the air brush artist. These have been late in getting to the Secretary, but are now ready to mail to those entitled to them. Our proposition to have twenty-five locals before the next convention will be easily reached, and more too.

Here is the list of the associations as we have them, with the name of the Secretaries.

Milwaukee, Wis., F. M. Grier, 537 12th St.
Grand Rapids, Mich., Fred Van der Vries, 1014 Eastern Av.
Lancaster, Pa., J. L. Haines, 612 W. Lemon St.
Joliet, Ill., J. A. Mitchell, 716 4th Ave.
Little Rock, Ark., Joe Spitzberg.
Rochester, N. Y., G. C. Boultbee, 120 So. Union St.
Johnstown, Pa., J. M. Ward Yost, Box 53.
Dallas, Tex., F. A. Smith.
Minneapolis and St. Paul, (Twin City) Minn., Arthur W. Lindbloom, care of New Englanad Furn. & Carpet Co.
St. Louis, Mo., Jas. Kramer, Scruggs, Vandervoort & Barney.
Houston and Galveston, (United) Tex., D. F. Beck, Houston, Tex.
Waco, Tex.
Fort Worth, Tex.
San Antonio, Tex.
Webster City, Ia., R. D. Shepherd, (Pres.) Webster City, Mer. Co.
Buffalo, N. Y.
Buffalo, N. Y., J. E. Genrich.
Cincinnati, O., Mr. Williams (Pres.), Burkhardt Bros.

When can we add your city to the list? Get busy NOW and get something stirring. Send a report to the MERCHANTS RECORD AND SHOW WINDOW also giving the International Secretary the name and address of the President and Secretary.

Surely the trimmers are not different in your city from those of any other. It only needs some one to take the initiative. Do it NOW. And do it yourself. Start something, then you will soon find out what the metal of the trimmers in your city is composed of. Yours for Co-operation,

P. W. HUNSICKER, Secy. I. A. of W. T.

Birmingham Local Formed

The window trimmers of Birmingham and their assistants met February 5 at the Y. M. C. A. library and organized the Window Trimmers' association of Birmingham. The object of the association is the general uplift and benefit of the window trimmers of Birmingham.

H. W. Hoile, of Loveman, Joseph & Loeb, was elected temporary chairman and presided over the meeting. W. L. Singleton, of Steele-Smith Dry Goods company, was selected temporary secretary. The following membership committee was appointed: J. T. West, chairman; S. S. Riddle, R. I. Morton and W. L. Singleton. It was arranged to hold a later meeting at which the permanent officers were to be selected.

The Birmingham association has a bright future ahead of it. In that city there are many clever window dressers and it is hoped that the membership of all of them will be secured for the new local—present prospects indicate that this will be accomplished, making the Birmingham local one of the strongest in the country.

Harry W. Hoile was largely instrumental in getting the boys together. Mr. Hoile has had considerable experience in this line as he helped to organize an association in Lancaster, Pa., and later organized a local in Washington, Pa.

New Local in Cincinnati

On February 12, window trimmers representing fourteen of the leading stores of Cincinnati, O., met at the Chamber of Commerce and formed the Cincinnati Window Trimmers' Association. Much interest was taken by the leading decorators of the city in the formation of the local association and plans were discussed for a system of co-operation and mutual help. It is believed that the new organization will result not only in a better understanding among the trimmers but will lead to more effective displays for the entire city on occasions such as openings, etc.

At the first meeting, J. D. Williams of Burkhardt Bros. Co., was elected temporary chairman and George H. Lackner of the Smith-Kasson Co. was chosen to act as temporary secretary. A committee on constitution and by-laws was selected as follows: J. E. Weber of Mabley & Carew Co. and E. B. Woeste of Shannon & Sokup. A later meeting was held and permanent officers selected but at the time of going to press it was impossible to secure a report of the election.

There is a splendid field for a local in Cincinnati and plenty of good men to promote the welfare of the new organization. It certainly should prove a big success.

San Antonians Qrganized

Permanent organization of the San Antonio Window Trimmers' Association was established at the banquet tendered C. J. Potter of St. Louis, president of the International Association of Window Trimmers, on January 30, at the Menger hotel. The local association applied for a charter immediately and will affiliate with the International association.

Officers to serve for the first year are: I. W. Molander, president; G. H. Patrick, vice-president; Jack Fenske, secretary; Joe Reich, treasurer.

In an address at the banquet Mr. Potter said that the show windows of San Antonio, in point of artistic arrangement, were superior to those found in cities of equal size in the North and East. The theme of Mr. Potter's address was "The Higher Efficiency Through Co-operation."

Present at the banquet were: I. W. Molander, C. J. Potter of St. Louis, G. H. Patrick, Jack Frenske, J. Naugebauer, I. L. Koenigsberg, N. Kaufman, A. Kaufman, Walter Willcox, J. C. Crowell, Henry Manus, O. H. Anderson, E. S. Fomby, H. Haack, George Beiser, Matt Markusich, J. B. Huslage, P. J. Matzow, H. Herrera, H. Riegel, M. Varga and M. J. Roos.

Waco, Texas Organizes

The window dressers of Waco, Tex., held a meeting and formed an organization on February 4. The meeting was well attended and a lively interest was taken in the proceedings by all present. The officers of the association were selected as follows: President, W. R. Harre of Goldstein-Migel; vice-president, O. K. Payne of Sanger Bros.; secretary, J. M. Alexander of Mitchell's Clothing Store; treasurer, Albert Prouse of the Famous; chairman membership committee, G. M. Brown, with the Old Corner Drug Store. Charles E. Orr, P. B. Taylor and O. K. Payne were chosen as trustees.

This local association is wide awake and enthusiastic and the members expect to attend the convention in Chicago next August in a body. The Texas trimmers say that they will bring to Chicago a delegation larger than that of any other state. Indications make this seem not unreasonable.



Wistaria, No. 1211

This Giant Wistaria Spray made with plenty of foliage and flowers so that it is enough to use as a complete decoration for a window. Flowers may be had in white, pink, lavender or special shades.....**$7.50**

OUR designs are the work of the best artists and window trimmers of the world.

For Spring we would suggest Wistarias, Orchids, Rambler Roses, Roses, Lilacs, Daisies and a large variety of other flowers which can be had in pink, white, tea, yellow, red or variegated shades.

Send for the Most Beautiful Flower Catalogue ever issued

This wonderful catalogue shows over 300 flowers, sprays, baskets and decorative units in correct natural colors. Every known color is represented in these illustrations and brings our show room to your desk. This is as good as seeing the actual goods.

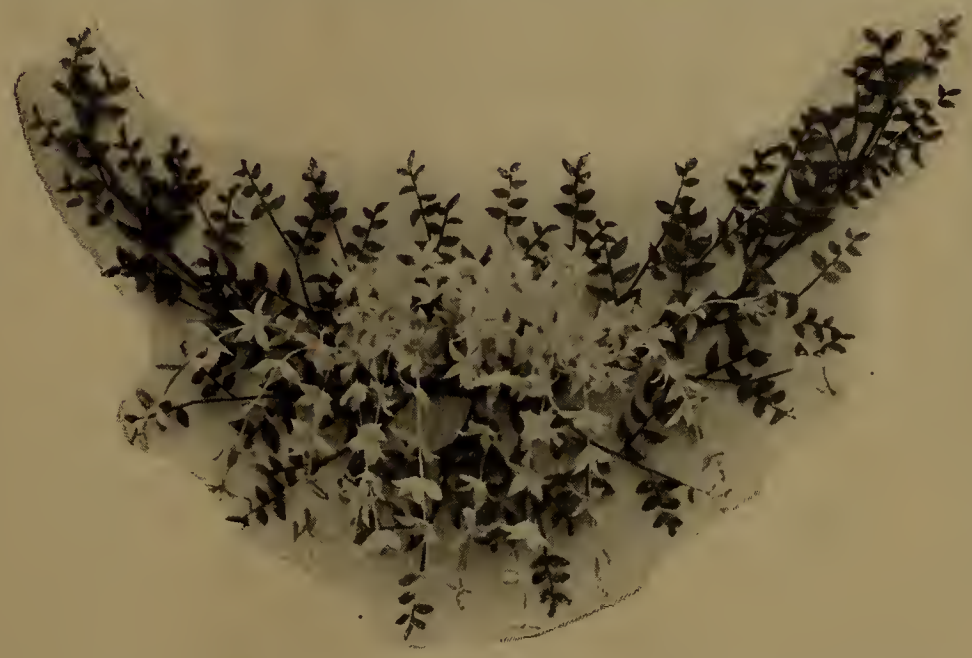
Color is one of the most important elements of every display—therefore, when we show you our flowers and foliage in their actual colors, you know exactly what flowers you want to fit in any color scheme.

Besides the over 300 colored illustrations, there are hundreds of plain black and white half-tones of flowers and decorations.

A section of the book is given over to illustrations of some of the finest windows installed last year in the large stores.

We also show pen and ink designs of Spring windows that you can carry out in your windows.

Write for This Special Spring Catalogue in Colors Today



No. 957. Festoon of Smilax Foliage, trimmed with the most beautiful life-like drooping Star Blossoms. The Festoon is branched soft so it may be curved into any shape. Flowers may be had in white, pink, yellow or lavender. Each.....**$ 1.75**
Dozen **17.50**

Don't Order Your Decorations Until You See Our Catalog

L. BAUMANN & CO.

LEADING IMPORTERS AND MANUFACTURERS

357-359 W. CHICAGO AVENUE, CHICAGO



J. G. BISSELL

Charge of Correspondence Instruction Classes in Show Card Writing for the E. T. S.

Books on Show Card Writing
By the Economist Training School Instructors

Modern Show Card Writing
By J. G. Bissel, size 9x12. 56 pages. Handsomely illustrated. Cloth bound. Price prepaid $0.75

Hardware Show Card Writing
By A. E. Hurst and C. J. Nowak. Size 7x10. 147 pages. 25 full page plates. Price prepaid $2.00

50 Practical Lessons in Card Writing
By A. E. Hurst. Cloth bound. 120 illustrations. Price prepaid - - - - - $2.50

J. G. BISSELL

Joins the Instruction Staff of the Economist Training School

Owing to the unusual success and increased demand for our practical show card writing course (both personal and correspondence), we are required to add an additional instructor to assist with this instruction work.

The Economist Training School in adding instructors, considers only those with recognized talent and is indeed fortunate in securing the services of a man with a national reputation in the show card writing field, such as that enjoyed by Mr. J. G. Bissell.

Mr. Bissell will not only have complete charge of the correspondence instruction, but. will also assist Mr. C. J. Nowak with the personal instruction class.

He has also arranged to supplement his instruction with a series of ten lectures on show card writing, based on his actual department store experience.

First Lecture Starts Apr. 2nd

Enroll now so as to include this important series of lectures.

Mr. Bissell is known as one of the best all round show card writers, as well as the greatest authority on the mixing of colors. His knowledge and experience is added to our instruction without additional charge to the student. This course contains every practical card-writing detail which the mercantile card writer is required to know.

Send Coupon for Further Information



C. J. NOWAK

Charge of Personal Instruction Classes in Show Card Writing for the E. T. S.

Send further information regarding the following:
[] **Show Card Writing**
[] **Window Trimming**
[] **Advertising**
[] **Salesmanship**
[] **Show Card Supplies**
[] **Free Book "How to Sell It"**
[] **Vacation Courses**

ECONOMIST TRAINING SCHOOL, 231-249 W. 39 St. NEW YORK CITY

New Local at Fort Worth

The window trimmers of Fort Worth, Texas, organized a local association in the early part of February and got busy at once with plans for booming window display in that city. At the first of their meetings there was shown an enthusiasm that promises big things in the future. One of their plans contemplates a style show to be held early in the season. Fort Worth is generally reputed to have exceptionally good windows and has more than the average number of expert decorators. The association and co-operation of trimmers in a city of this kind should lead to the most satisfactory results.

Little Rock Trimmers Banquet

The local window trimmers' association of Little Rock, Ark.. held a banquet at the Hotel Marion, February 5, which did more to arouse interest in window dressing than anything that had ever before happened in that city. The dinner was attended not only by practically all of the window dressers, but by many merchants and representatives of the Board of Trade, Chamber of Commerce and the press. President Potter made a strong talk on the importance of window display and co-operation between the trimmers themselves and between trimmers and merchants. Short talks were also made by C. S. Stifft, George R. Brown, Melvin Kempner and Gus Gans.

The meeting was an eye-opener for most of the merchants and it is safe to say that window dressing is on a better basis now than it ever was before. Both trimmers and merchants are enthusiastic as to what may be accomplished. Altogether window display has been given an impetus in this city that will carry it along for some time to come.

Twin City Decorators

At the regular annual meeting for the election of officers, held February 6, the Twin City Window Decorators' Association selected the following men to serve during the coming year:

President, B. J. Millward of Mannheimer Bros.. St. Paul. First Vice President, W. H. Hinks of John W. Thomas Companay, Minneapolis. Second Vice President, Chas. E. Theime of L. S. Donaldson Co., Minneapolis. Secretary, A. W. Lindblom of the New Englanad Furniture & Carpet Co., Minneapolis. Treasurer, H. E. Bartlette of the Golden Rule, St. Paul.

The following were elected directors: E. S. Young of the Minneapolis Dry Goods Co., Minneapolis and T. L. Leslie of the Maurice L. Rothschild Co., St. Paul. W. C. Schwartz of Barnaby's, Minneapolis was elected assistant secretary to help Mr. Lindblom in his somwhat arduous duties.

At the meeting plans were discussed for the next fall fashion week. The association decided to apply for membership in the Chamber of Commerce as a means to facilitate closer co-operation with the commercial bodies of the two cities.

An Inter-Urban Local

The first interurban association of window trimmers to be formed was the Houston-Galveston association, organized in those two Texas cities early in February. As the towns are close together it was decided to form one local instead of two. H. M. Hampton and N. O. Schexnader were largely responsible for getting the decorators of the two cities together. An enthusiastic meeting was held. President Potter assisted in the organization of this local and was tendered a banquet at

the Press Club in Houston and he was also entertained by the Ad Club at the Rice Hotel.

The Houston-Galveston local has a good membership made up of live trimmers who may be depended upon to stir things up. A large delegation will be sent to the Chicago convention next August.

Trading Stamps Make Trouble

FOR SEVERAL YEARS trading stamps have in one way and another been making trouble for the merchants of Elkhart, Ind. A number of year ago, stamps were generally used in that city. After a trial the merchants decided that the little stickers were a delusion and a snare and that they were worthless as trade producers. So they thought they would stop them. This, however, was easier to talk about than it was to accomplish. An association was formed and all but one or two were heartily in favor of getting rid of the stamps. One or two, however, refused to stop using them. So the merchants' association determined to issue their own stamps and the Blue Trading Stamp Co. was formed to handle the business in a co-operative way. The majority of the merchants found that it was impossible to stop giving stamps as long as one big store gave them out.

Now, new trouble has arisen in the shape of a counterfeit blue stamp with which the town has been flooded. Thousands of the spurious stamps have been redeemed and there is no telling how many more are out. It is said that at last the counterfeiter has been discovered and an end put to his operations in this direction. All of which seems to verify the very general belief that trading stamps are about as troublesome and as persistent as the seven-year-itch—a disease a good deal easier contracted than cured.

IN ADDITION to their regular advertising, the members of the Merchants' Association of Princeton, Ind., print a co-operative advertisement in the newspaper every Thursday in which special offers are made. Each store that is a member of the association is requested to offer a special value in some line of merchandise for the current week. In this way people from out of town can always be assured of real bargains whenever they may visit Princeton.

A STRAW HAT SALE IN FEBRUARY is something a bit out of the usual yet such an event was conducted by Strawbridge & Clothier of Philadelphia last month—and it was well patronized, too. They put on sale fifteen hundred hats, all new, freshly imported and in a dozen or so styles at reductions of from $2 to $7 on the hat. The public responded readily to this opportunity of anticipating the straw hat season.



Training Makes Men *Equal*

Every Man Can Succeed In Some Line of Work

Success is not a prize to be won by a favored few—it is a divine *right* that *every* man should enjoy. And gaining success is simply a matter of training those talents that *every* normal man possesses—but that so *few* know how to use.

The successful men of today trained their *brains*—they developed their *natural ability*. The *unsuccessful* men plugged away at whatever they *happened* to find, all unaware of the talents they possessed that *might* have enabled them to succeed in another line of work.

You have natural ability for *some* line of work. Find out what this natural ability is—and then train yourself along that line.

For twenty-two years the International Correspondence Schools have been training men for better jobs by helping them to develop their natural ability. They can do the same for *you*, right in your *own home*, during your *spare time*.

Just mark and mail the attached coupon and the I.C.S. will lay the proof before you. Without any obligation on your part they will show you how they can train you for a successful career in the line of work you like best.

Mark the Coupon NOW

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Stenography	____Civil Service Exams.
____Banking	____Chemistry
____Commercial English	____Automobile Running
____English Branches	____Agriculture

Name_____

Street and No._____

City_____ State_____

For Our Advertisers

Clothing Cabinets

There is probably no other item of store equipment that has come into such universal popularity as the clothing cabinet. And there is an excellent reason for this popularity. The cabinet is really the only practical way to carry clothes in stock. It saves time and keeps the garments in better condition than is possible with any other method. It also makes it much easier to display the stock. More and more stores each year are installing the cabinets which once were regarded as a luxury but are now considered a necessity by all high class stores.

In this connection, merchants generally will be interested to learn that the Hardware Supply Co. of Grand Rapids, Mich., is now prepared to supply complete clothing cabinets of the most modern design. This company formerly manufactured and distributed trolleys for the equipment of cabinets to be manufactured by the local carpenter. The demand for complete cabinets was so insistent, however, that they have arranged to supply cabinets ready to set up in the store. These are made either with the open front to be used with a curtain or with disappearing glass doors.

One of their specialties is a cabinet for either men's pants or children's clothing. It is a handy arrangement with plenty of shelves of the right size any of which may be pulled outside the cabinet, putting its contents within easy reach. They also make the regular clothing cabinets with hangers. These cabinets are quite reasonable in price and can easily compete in that respect with the product of the local carpenter. As to the workmanship and finish, the product of the Hardware Supply Co. is as good as can be produced by experienced workmen and the best materials.

Dull Finish Cardboard

Every show card writer will be glad to learn that at last a board has been put on the market that is really adapted to high class show card work. It is called "Sho-Card Board" and is made by Hurlock Bros. Company of Philadelphia. "Sho-Card Board" is the only board that is made especially for this purpose and it was produced from specifications furnished by some of the leading show card writers of this country.

It is a coated board but it has an insoluble dull finish that makes it ideal for either pen or brush work. It has none of the objectionable gloss that is common to all other coated boards and its peculiar finish makes it susceptible to beautiful color effects without the tendency to "lift." The ink dries very rapidly without spreading or creeping and produces a beautiful rich effect that will be surprising to the card-writer who has been accustomed to working on the old fashioned coated cardboard. Experienced card writers who have tested the merits of "Sho-Card Board" are enthusiastic as to its working qualities and pronounce it far superior to anything in this line that has ever been produced heretofore. They state that through its use they can secure effects that had been impossible heretofore. It works easily with either pen or brush and the dull surfaces takes colors or plain black with equal facility.

"Sho-Card Board" is made in standard size sheets and every card writer should send for a sample to test its merits. A liberal sample will be sent free upon a request addressed to Hurlock Bros. Co., 3436-38 Market street, Philadelphia. A trial will easily convince one that this is the best board to use for general show card work.

A Notable Exposition

An exceptional initial showing was made beginning February 11 of costumed wax figures by J. R. Palmenberg's Sons at their showrooms in New York, which reached the dignity of what is was announced to be—an art exhibit. There were six booths representinig windows, beautifully lighted, separated from each other by compo board partitions covered with decorative plush and relieved by the handsome ornamentation for the window provided by the house of Palmenberg. In each space was a group of two or three figures, finely costumed, that represented a consummation of the efforts of the house for many years to bring out the most delicate, natural and artistic effects in wax.

The result was most notable. The faces, the pose and the shading were the extreme of artistic excellence and wonderfully true to life. The poses were natural and the faces, in the feminine and masculine figures, were of a dignity, repose and cultured bearing that elicits the highest praise. And the figures were apparelled in a way exactly fitting to the character of the subjects. John H. True, advertising manager, added many an interesting sidelight on the elaborate exhibit, to the pleasure of the many admiring visitors. This highly interesting exhibit was attended by practically all of the leading decorators of the East as well as many from the West.

Are You Among These?

Many stores throughout the country are apparently content with some novel background or setting of the window display, overlooking the fact that their wax figures richly costumed have soiled or dust laden faces. In many cases handsome costumes are displayed on figures having scratched cheeks, dented noses, broken and missing fingers, all of which greatly detract from an otherwise beautiful window.

The writer upon a recent trip through some of the largest cities noted that only three out of every ten stores appeared to take especial care of their wax figures. The reason of this neglect is apparent; the large charges made by many so-called wax artists, appear to discourage the average merchant against having his wax figures renovated when they require it.

These wax artists charge anywhere from $2.00 to $3.50 to clean and retint each head with extra charges for broken heads and repairs to hands. Merchants are realizing the need of some method by which this expense item can be reduced to a minimum.

A concern that seems to have solved this problem is the Harrisburg Wax Figure Renovating Co., Harrisburg, Pa. This concern is marketing a successful outfit including the formula of all materials with which any merchant, window trimmer or card-writer can clean and refinish wax figures, producing the same high class finish to the figures as executed at the factory.

A Practical Electric Sign

For years there has been a big demand for a practical small electric sign with interchangeable letters. Such a sign has many uses in the average store. It can be used in the window and will attract ten times as much attention as the ordinary painted sign, or it is useful inside the store to call attention to stairways, elevators, departments, special sales, etc., etc. Such a sign in a store can be seen and read clear across a big room where an ordinary sign would never be noticed.

At last such a sign has been placed on the market. It is made by the Reynolds Dull Flasher Co., 18 South Fifth avenue, Chicago, and is a thorough success in every way. It is an electric illuminated transparency with changeable letters so arranged that the lettering can be altered at will. It consists of a substantial iron trough, enameled white inside, electric lamps ten inches apart, with a metal frame and glass on the front. The letter units have a black background and the letters themselves are a translucent white. They fit so accurately in the frame that it is impossible to detect the line where they are joined. When not lighted it looks like a well painted sign, so closely are the letters connected. This makes an excellent sign whether it is lighted or not.

It can be placed on the floor of a show window and kept burning all night as it consumes very little current. It is also fitted so that it can be suspended inside the store to designate the department, etc. This sign is made with both single and double face and is finished in brass, oxidized copper or oak. It is made in a number of different sizes to suit the demands of the trade. With the signs are included full directions so the store card writer can easily make up his own transparencies either in white or in color. It is by far the most practicable sign of its kind that has yet been produced. Full information as to this sign will be sent upon request.

About Air Brushes

An interesting little folder on air brushes has just been issued by the Wold Air Brush Art Shop of Chicago. It is principally a collection of testimonials from satisfied users of the various types of Wold Air Brush. Judging from the many letters reproduced, this air brush is a most satisfactory one to own. Users in all branches of act work testify in enthusiastic terms to its practical usefulness. This unsolicited testimony should have considerable weight with prospective purchasers of air brushes.

You'll Have to Hurry

with Your Order for

Daily's Artistic Scenic Backgrounds



SCENIC PAINTING

SPRING and summer are just around the corner and your windows *positively* must be put in shape for the rapidly approaching season *at once.*



HAND AIR BRUSHED SHOW CARD

Give your windows the *true spirit* of spring and summer by using Daily's Artistic Scenic Backgrounds. They give your displays the very settings you're striving for. My prices are so low you needn't stop to think of 'em.

Write **today** *for free illustrated folder of Scenic Backgrounds and Hand Air Brushed Show Cards.*

BERT L. DAILY

Dept. E-M **DAYTON, O.**

Artistic Wax Figures and Forms

of

PIERRE IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor



One of my many models

PARIS 1900, Silver Medal
SAINT LOUIS 1904, Gold Medal
LIEGE 1905, Diploma of Honor
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BRUSSELS 1910, Grand Prix
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My Wax Withstands All Climates

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10 RUE DE CRUSSOL, PARIS, FRANCE

TELEGRAPHIC ADDRESS, PIERIMANS, PARIS

Please note that foreign letter postage is Five Cents

New Display Fixtures

An interesting little folder has just been issued by the Barlow Company of Holyoke, Mass. It contains a considerable number of illustrations and brief descriptions of new fixtures for the coming season. In it are included many new metal fixtures as well as forms and wax figures. The average store will require more or less new fixtures for the coming spring displays and this little sheet should prove a help in making selections.

A Fine New Factory

C. F. Kade Fixture & Show Case Co. is the name of the new Fixture Company located at Plymouth, Wis. Mr. Chas. F. Kade needs no introduction to the trade as Mr. Kade has been known as a practical fixture maker and designer for over twenty-five years, formerly being located in St. Louis, Chicago, Quincy, Ill., Sheboygan, Wis., etc., and it is a conceded fact that Mr. Kade has done much to modernize, standardize, etc., the fixture business. He has invented many of the conveniences, etc., now so universally used in the equipment of modern stores, to facilitate modern methods of merchandising.

Mr. Chas. F. Kade is president and general manager, Arthur W. Kade is vice-president and sales manager, Paul E. Bode is secretary and treasurer, Otto C. Treuber is superintendent. Arthur W. Kade, Mr. C. F. Kade's oldest son, is a practical cabinet maker and a fixture designer of considerable note. Paul E. Bode has had over 19 years' experience in the manufacturing business. Otto C. Treuber is a practical fixture and cabinet maker of over 24 years' experience.

Their plant is located at Plymouth, Wis., on both the Chicago, Milwaukee & St. Paul railroad and the Chicago & Northwestern railroad; also the Fox River Valley electric line. All trains and cars pass their plant.

They have 3 acres of land, a plant of about 33,000 square feet of floor space, all the latest equipments, in their dry kilns, power plant etc., and modern machinery. They employ a high grade of mechanics in all departments.

The motto on their trade mark is: "The Standard of Quality, Service and Price" and a guarantee of a Square Deal for All. They are now ready to accept orders and will be pleased to mail their catalogues on request.

How Are Your Bumps

NOW COMES A MAN who proposes to use phrenology as a basis for the selection of salesmen. He is Frank E. Fehlman, advertising manager of the Gossard Corset Co. In addressing the Electric Club recently, Mr. Fehlman said: "We are now using in our business a series of lessons to enable the sales force to read the character of customers at first sight. A man with small ears has a feminine turn of mind and is inclined to be selfish. The shape of a man's head will tell whether he is a good salesman or a good executive." Mr. Fehlman's theory would be likely to work out more satisfactorily were it not for the fact that there are a good many heads that look all right from the outside but are solid bone within.

A. D. MATTHEWS' SONS, of Brooklyn, have installed a special scale in their infants' wear section for the weighing of babies. Every mother is invited to bring in the baby and have it weighed and a gold shell ring is given to each of them. Prizes are offered for the heaviest baby and the lightest one.

Short Lengths for the Ad Man—Continued

made entirely of Ribbon. Waistcoats, collars, revers, panels—camisoles, hair ornaments, sashes—all are made of Ribbon, from the filmy Gauzes to the rich Brocades. Parasols are trimmed with Ribbon. The tops of dress shoes are made of fancy Ribbon. Slippers are made entirely of Ribbon. Evening coats are faced with it. Lingerie is adorned with it. Indeed it would be hard to find any article of milady's attire that does not owe a vivifying touch to these narrow loom Silks. It is impossible to do more than point to the marvelous NEW Ribbons—there are so many of them, and they are so beautiful.

Makers of Pretty Waists Have a New Trick—It is to make white net waists up over flesh colored net, and trim them with blue, pink or mazie-colored ribbon. These are here and sell for $5.50. Charming new waists of voile, have a long turn-over collar like the collar of a Japanese kimono, and edged with embroidery—pink, brown, black or blue. Their vests are of net puffed horizontally, and there are little net under-sleeves that recall Victorian days. Price, $8.

Time Was When She Wanted Embroidery All 'Round Her Handkerchief—but now most women simply want a dainty bit of needlework in one corner. Some of these very handkerchiefs, which show what clever handworkers are the Irish needlewomen, are here in many different styles at 25c, 50c and $1 each.

New Waists for Women Who Wear Black—Soft, silky crepe de chine is one of the most satisfactory fabrics for blouses, and it has been used well in a new black waist which costs $5.50. It fastens down the front, has wee and wider tucks high collar and long sleeves and is finished with two rows of scalloping and little French knots.

Spring Opening Display of Mourning Millinery—To-day, under the heading of Mourning Millinery, the new styles in Spring Hats have their first formal presentation to the public. For in this collection of Mourning Hats every late idea has been developed, every trend of the mode indicated. The new hair lace is shown at its best. Straw mesh enters into the list of materials. Real goura is introduced with new dignity. Wheat affords variety in the trimming. Dull jet is a feature which attracts attention. Straw braid in plaited effects is shown. Bandeaux of flowers add their charm. There are Toques and Sailors in this display—all with new lines; Hats of flowers and Hats of jet, Hats of tulle and Hats of plain silks. Dozens of new Hats, in simple, smart styles for the young girl, or veiled in the newest fashion. It is a presentation delightful in the variety and unusualness of its styles, and pleasing in its departures, which have all the grace and refinement essential to Millinery for mourning wear.

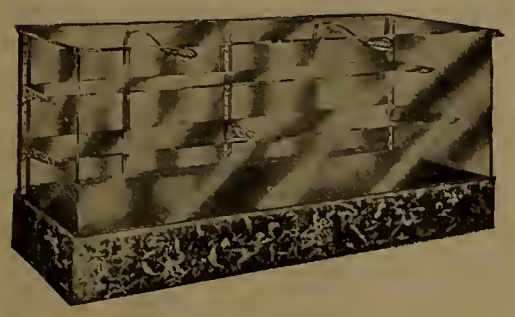
Spring Will Welcome These Attractive Suits for Women—An unusually attractitve collection has been assembled here—Suits that appeal to both the conservative taste and the woman whose delight is in more extreme styles. The coats vary widely from those of former seasons with their becoming loose effects, low shoulder lines, trimmings of taffeta, moire laces and embroideries, and their clever use of plaitings, ruffles and frills. The skirts follow the same tendency in trimmings as the coats do, and conform to clinging foot lines. The new colors, also navy and black, are well represented—$25.00 to $35.00. Also, these unusual values in Winter Suits:

Though Fashions in Baby Dresses Change Little each new season seems to bring sweeter kinds than ever before—the hand-made dresses from French needles have a more exquisite and baby-like freshness, and the machine-made sorts seem more and more to approach the hand-made in sheer beauty. Hand-made dresses cost from $1.50 to $30. Other kinds from 50c to $6.75. Gretchen frocks in new designs are priced from $2 to $4.25.

Healthy Children Are Playing Children—and They Need Good Rompers—Strong, easy-fitting rompers and plenty of them. Yet these need not cost more than 50c—here is a great new shipment to prove it. Of striped or checked chambray in pretty pinks and blues, and in "ripplette" in white and colors. Sizes from 1 to 6 years, 50c each. White rompers in finer materials for "dress-up" are priced up to $3.75.

"Why Is It You Can't Call a Boy a 'Little Gentleman' and Keep Him for a Friend?"—Booth Tarkington, whose

Do What Other Good Dealers Are Doing



They are writing for the "QUINCY SHOW CASE CATALOG" which shows the complete line with prices. The "QUINCY SPECIAL" cases are acknowledged to be as near perfect as it is possible to make show cases.

REMEMBER

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.

DALLAS, TEX. 907 Commerce St.

WICHITA, KANS. 301 Beacon Building

PITTSBURG, PA. 949 Penn Ave.

JACKSONVILLE, FLA., 20-28 Julia St.

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Spring Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading window trimmers throughout the country.

¶ In stock in convenient size in many different colors and patterns. Write for samples.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

"Penrod Schofield" is one of the realest boys in American literature, understands this. Yet boys like fine clothes. This seeming paradox probably means that a boy's natural good taste rebels at praise of his manners or his clothing. He knows he looks well in a Wanamaker blue serge suit and other people's opinions don't matter much. Sizes, 8 to 18; prices, $8.50 to $15.

Look at These for $3.85. *Here's Real Shoe Value for You!*—If you miss the great shoe-buying opportunities offered you during Hassel's sale, you miss a real chance to save money. We have a remarkable line of shoes to show you, now reduced to $3.85. At this favorite price we've put in about 15,000 pairs; they're a wonderful lot. The values include thousands of pairs assembled from our higher priced lines. Also you have a chance at Spring styles; hundreds of early 1914 shoes are offered at $3.85, just in from our factories. Come down and see what a lot $3.85 will do for you.

50c *Silk Four-in-Hands,* 25c—Men who got here too late to share in the splendid lot of Ties we offered recently will be glad to know that we have secured 1,000 more. These go on sale tomorrow. Half dollar Ties in every respect but less in price because the manufacturer is making up the short ends of silks that would otherwise be wasted. Wide variety of stripes, figures and plain effects, almost as many patterns as there are Ties.

Superfine Silk Scarfs $1, $1.50 & $2 *Grades at* 65c—Neckwear of distinction and character and not a domestic silk in the lot. 1,800 exclusive scarfs, made of finest quality foreign silks of a heavy, substantial weave. The designs and colorings are beautiful—rich Persians, gorgeous brocades, exclusive figures and smart stripes, in any number of brilliant and sombre shades. Scarfs which you have only to look at to recognize as neckwear of a superlative sort and such as is seldom seen at reduced figures. Large open end four-in-hands that tie into substantial knots, which are the infallible sign of a classic four-in-hand.

The Mattress Upon Which You Spend a Third of Your Life is a thing about which you cannot afford to be indifferent. The matatresses, pillows and bolsters which we are selling at special prices in this Sale (prices which will not be again quoted until August) are the same Wanamaker certified grades that we sell all the year round. You cannot buy a suspicious piece of bedding in this Store in any month of the year, but this is one of the only two months in which you have unlimited choice at sure enough savings.

The Sale of Housefurnishings—A complete list of all the excellent opportunities in this Semi-Annual Sale would be impossible. Suffice to say that shoppers here will find hundreds of household articles with which they are familiar, and hundreds of other aids to lighten housework that they have not had the opportunity to try—all at a saving in price that will warrant the purchasing of a year's supply. A few of the many values—

Suppose Your Feet Asked for an Eight-Hour Day—Couldn't give it to them very well, even though you wanted to. But you can rest them and still keep on walking. Give them a few changes of shoes. Here is a Shoe Sale to Help. There are good shoes—some fine shoes— in it for everybody. Prices are an average of a third less than ordinary.

Mid-Season Millinery.—It seems a pity not to wear immaculately fresh and dainty hats with one's Summer frocks, and many women like to replenish their hat boxes about this time of year. These are broad and curling-brimmed hats of various sorts, with posies of different colors. Also there are some Leghorns in the natural color in the group. And despite their prettiness they are very moderately priced—$5, $6 and $7 each.

Women's and Misses' Panamas at $2.95 *instead of* $4.50.—Nothing smarter in Summer hats than a Panama. Nothing lighter or cooler, nor more convenient. Has a care-free, irresponsible appearance that is of a piece with languid Summer days. But we have only a limited lot at this price, though all the desirable shapes are included. You can trim yours or let it alone, as you prefer. Will look smart either way.

Showing Spring Shirtings in the "Little Shirt Shop"—An advance display of many of the new and exclusive patterns and color-combinations for spring. Men who appreciate the individuality and perfection of fit of CUSTOM-MADE SHIRTS will be interested in this showing of unusual shirtings—the man who likes smart, snappy styles, or the man who is more conservative in his selection, can find his individual ideas carried out in the designs and colorings that are among the many different styles now ready. The fame of Strawbridge & Clothier's Custom-made shirts has traveled from coast to coast. We have the measurements of hundreds of men who live in distant parts of the United States, who order a season's full supply from us—they have confidence in our workmanship, they know that in quality, style and value they get the utmost at the price they wish to pay. See these new shirtings today. The "Little Shirt Shop" is conveniently located just inside the second door on Eighth street—courteous and copetent service.

The New Brassieres for 1914.—Some are made of pure linen, firm and strong, particularly fitted where restrain is needed. Some for wear under thin dresses are made of all-over embroidery in exquisite patterns. Those for evening are made beautiful with lavish use of real Cluny and fine Valenciennes laces. Some are fitted with ribbon bands over the shoulder that can be slipped out after the Brassiere is adjusted, leaving nothing over the shoulder to interfere with the shoulder strap of an evening dress or show below it. There are very practical models that open in front and lace up the back, while elastic insets under the arms and over the shoulders give every possible advantage for a close fit. New models are made in different lengths to fit short-waisted or long-waisted people. There are short, medium, long, extra long and extra extra long models, so that even the longest waisted, the tallest women can be fitted.

Light Weight Clothes for Men and Other Summer Necessities.—Thin fabrics are even more of a test of the tailor's skill than winter cloths. If they are to be smart and to retain their smartness, they must be tailored and not pressed into shape with a tailor's hot iron.

Here are the coolest of summer fabrics—feather weight worsteds, cheviots, crashes, mohairs and, of course, the standard summer serges. A great variety of patterns. Coats full lined, half lined, quarter lined, skeletonized.

Everything a man can want, in fact, and every suit so well tailored, so properly stitched and stayed in the vital parts that it may be expected to hold its shape just as it will hold its color under summer suns.

Within the price range of $12.50 to $35 you will find exactly what you want.

The various styles were shown in groups of a single style and price. In the upper background were placed large bunches of yellow jonquils and wistaria. The price tickets were also yellow. Light oak pedestals and fixtures were used.

Boys' $8.50 Norfolk Suits, $5 With Two Pairs of Trousers. In the case of the strenuous, growing boy, the trousers of a suit rarely wear as long as the coat, and when odd trousers are secured it is not always possible to match the coat. These suits are above the average in materials, workmanship and style—and in addition, two pairs of trousers go with each suit, thus practically doubling the serviceability. Cheviots in handsome grays and browns, and Norfolk suits of durable corduroy—made in the latest styles for boys 8 to 17 years of age. Regular $8.50 value—now $5.00.

School Children's Eyes often need corrective glasses, which, if worn now, will remedy the troubles long before they grow up into men and women. Our registered optometrists will gladly examine without charge the eyes of any school children, tomorrow Saturday.

Remember—In the January Trunk Sale are opportunities so unusual—in the way of fine trunks of various types at especially low prices—that even though you may not expect to be traveling for another six months it will pay you to get *now* the trunk you will need *then*—and save anywhere from $5.00 to $15.00 on it.

Your Good Taste in Rugs and Carpets Need Not Be Restricted. As long as the mid-winter sale lasts there will be good choosing in fine carpets and rugs at savings of one-fourth to one-third less than regular prices. But certain sizes are sure to disappear from the rug piles and certain patterns of carpet which may be just what you are looking for may go out today. Certainly, choice will not improve as time passes.



Try a "Perfect Stroke" Brush

¶ Use it yourself—note how easily it strokes—what beautiful effects you get—how "true" it is—what good services it gives. See if all the nice things you've been hearing about "Perfect Stroke" Brushes are true.

¶ Don't you think you are safe in following the example and being guided by the experience of thousands of successful show card writers in this country who use this brush and none other?

¶ Write for catalog today—then mail me a trial order for "Perfect Stroke" Brushes or Supplies. My goods must back up my claims, or back goes your money.

Bert L. Daily **Dept. E-3** **Dayton, O.**



Better Backgrounds for Spring

¶ Do you know that the kind of backgrounds you really want and need to strengthen your merchandise and make your window a real selling power can be found in our Studios.

¶ We are specialists in design, tone, color and architectural arrangement for complete settings. We can also furnish you with any architectural or decorative detail you may require for your windows.

¶ There will be unusually strong competition for business this spring and you will do well to develop every bit of selling power that lies in your windows. Let us help you.

Decorative Paintings—Relief Ornaments—Urns—
Vases -- Pedestals — Dividers — Special Stencils

Bodine & Black
856 N. State Street Phone North 4136
CHICAGO

No matter what you need for Window or Interior Decorations in Artificial Flowers, I make them and can save you money.

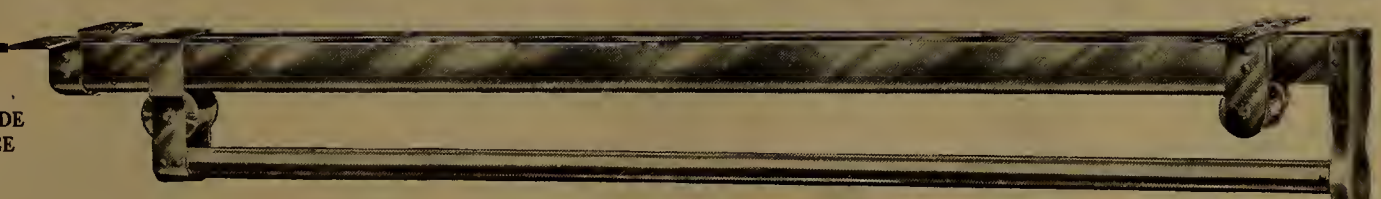
I supply decorations for most of the leading stores and Scenic Productions throughout the country.

Some of them are John Wanamaker, Macy's, Vantines, Liggett's, Jordan Marsh & Co., Regal Shoe, N. Y. Hippodrome, David Belasco, Chas. Frohman and many others just as notable.

"A suggestion for Easter Trim" Artificial Apple Blossoms put on Natural Branches. A very neat and cheap trim can be had with my flowers.

Send for my booklet of Spring Flowers, it's Free

PHILIP ROMAN
Proprietor
New York Flower Decorating Company
75 & 77 West 44th St., New York City
Manufacturers—Importers Artificial Flowers, Plants, Vines, Grass Mats, Store, Window and Scenic Effects



NO BETTER
TROLLEY MADE
AT ANY PRICE

The Columbia Trolley Is a Money Saver

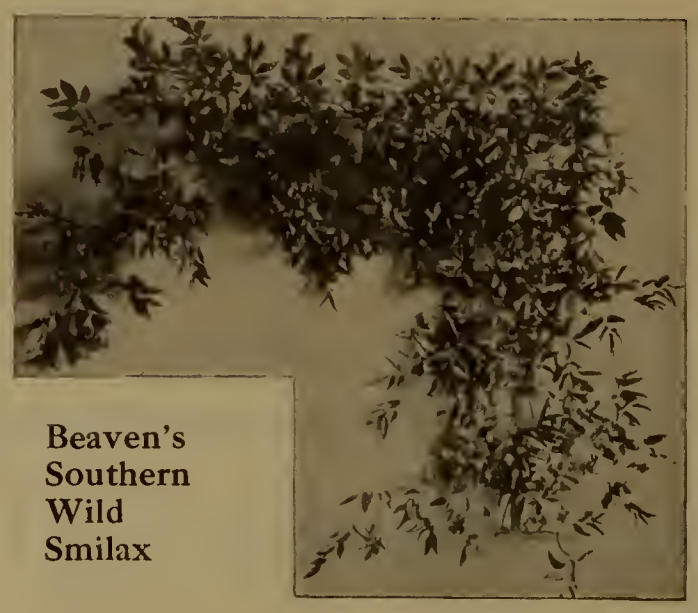
1st—By keeping your suits in fine shape for your customers to examine and try on.
2nd—By cutting out the expense of pressing every suit you sell.
The roller bearings are of hardened steel and practically frictionless, easy to operate, will wear a lifetime.
The **Columbia Trolley** is very heavily nickeled over copper insuring a rustproof and durable finish.

Let us tell you how little it would cost to equip your store.

HARDWARE SUPPLY CO., *Manufacturers*, Grand Rapids, Mich.

EASTER

Hundreds of you up-to-date men have sent me your orders for your Easter and Spring Opening decorations. To those who have not, I urge that you rush your orders in as soon as possible and I will do my best to fix you out with the very best of nature's foliage.



Beaven's Southern Wild Smilax

For This Easter Season

To make your decorations—both for the interior and windows—attractive and right you will want

Beaven's Palm Leaves

My crop is unusually good this Spring and you can use a lot of Palm Leaves and Palm Crowns because, they are mighty effective, yet inexpensive. Prices quoted below.

Beaven's Fadelets Moss

is just the thing for carpeting your show windows and splendid for a variety of other uses at this season. Beaven's Green Sheet Moss (fadeless) costs you only $5.00 a sack.

Beaven's Floral Decorations

(partial list and quotations given below) are a selection of the very best that Nature has to offer. Try them at our risk. Entire satisfaction guaranteed or no money expected. Write for descriptive booklet.

Beaven's Southern Wild Smilax comes in almost any size, from sprays 2 to 6 feet long to vines exceeding 30 feet in length. It retains its fresh green color and appearance. It is real and shows it; and it is not expensive. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

	Each	Dozen	Per 100
Long Needle Pines	2 ft. 10c	$1.00	$6.00
As beautiful as palms in decorations.	3 ft. 15c	1.50	9.00
	4 ft. 20c	2.00	11.00
Chamerops Palm Leaves Sabal Palm Leaves	25c per doz., $2.50 per 100		
	Each	Dozen	Per 100
Chamerops Palm Crowns	3 ft. 15c	$1.50	$11.00
Our native palm plants with their roots removed.	4 ft. 20c	2.25	15.00
	5 ft. 25c	3.00	20.00
Southern Grey Moss	25 lb. sack $3.00		

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than the new reduced merchandise rates.

Prompt Shipment

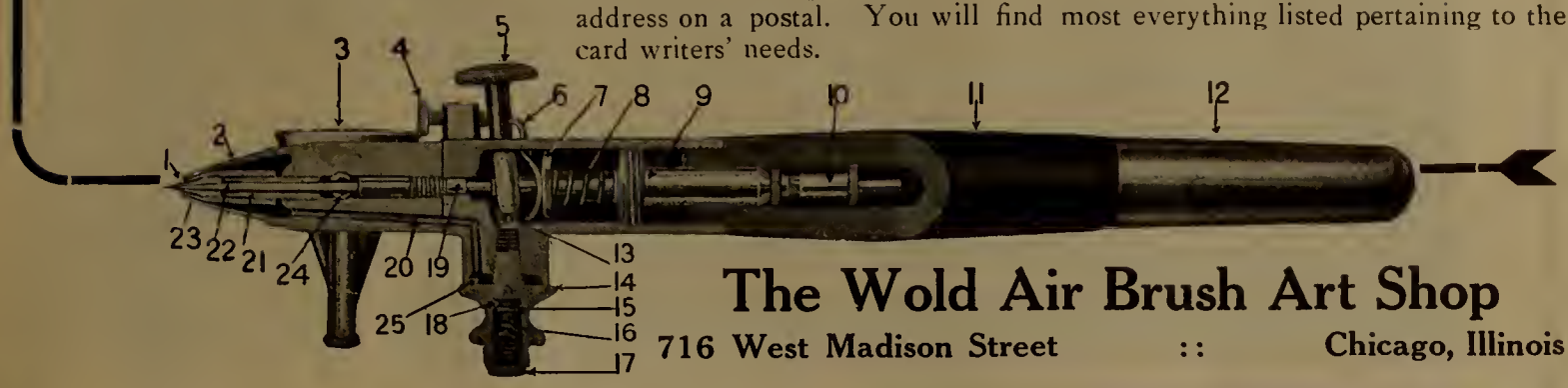
Edward A. Beaven
Evergreen, Alabama

By Fast Freight Express or Parcel Post

AIR BRUSHES

Sectional View of ONE of Them

Its use will be found described in our 72-page book, which may be had by giving us your name and address on a postal. You will find most everything listed pertaining to the card writers' needs.



The Wold Air Brush Art Shop

716 West Madison Street :: Chicago, Illinois

Dull Finish SHO-CARD BOARD

Here—at last—is the ideal board that every card writer has been looking for. It has a perfect surface for pen or brush lettering and will improve your cardwork 100%.

SHO-CARD BOARD (Dull Finish) is a clear white, coated board specially made for the card writer. The surface is insoluble and not easily scratched. It is susceptible of intense color effects without the usual tendency to "lift". The ink dries almost immediately giving a beautiful, rich effect that is impossible with glossy boards.

The multi-color surface of SHO-CARD BOARD (Dull Finish) makes it possible to obtain artistic effects that can be obtained on no other surface.

Send for a Free Sample

of this excellent board and try it out with pen or brush—you will find it to be the most satisfactory board you have ever used. You will find it easier to work on and that your work is wonderfully improved.

Sizes 22x28 in. and 28x44 in.

HURLOCK BROS. COMPANY

MANUFACTURERS

3436-38 Market St.
3435-37-39 Ludlow St. PHILADELPHIA

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



MY CATALOG contains a complete list of everything the sign and show-card writer needs

THE D. S. of L. BLUE HANDLE BRAND BRUSHES

for every purpose are listed and illustrated—your favorite brush is there. We have a large showing of French made brushes. There are no better brushes made. Each one is a work of art.

SAVE MONEY ON YOUR SUPPLIES

You not only buy better supplies from us but you will save money. Hundreds of stores doing their own show-card work use "Strong's" Supplies. The best card-writers and sign men are big users. You need our catalog as a guide to safe and economical buying of lettering tools and materials. Write today for

"STRONG'S" SUPPLY CATALOG

Address, Supply Dept.,

DETROIT SCHOOL OF LETTERING

CHAS. J. STRONG, Founder

DETROIT Est. 1899 MICHIGAN



No. S79 Apple Blossom Sprays 15-in. Per doz. $1.00, per gross $10.00.

No. 880 Apple Blossoms per gross flowers 40c, per 10 gross $3.80.

ART DECORATIONS READY FOR DELIVERY

No.		Doz. yds.	Gross yds.
450	Rose Vine, 12 Muslin Leaves, 3 Muslin Roses	$1.80	$18.00
451	Clematis Vine, 12 Muslin Leaves, 3 Muslin Flowers	1.25	12.50
452	Rambler Vine, 12 Muslin Leaves, 6 Muslin Roses	1.80	18.00
453	Lily Vine, 12 Muslin Leaves, 2 Muslin Lilies	1.25	12.50
454	Apple Blossom, 12 Muslin Leaves, 6 Muslin Flowers	1.00	10.00
455	Wisteria Vine, 6 Muslin Leaves, 1-12 inch Flower	2.50	25.00
456	Wisteria Vine, 6 Muslin Leaves	1.20	12.00

For complete list of Vines, Plants, etc., ask for our Catalog

J. HARTWIG CO., The House of Originality

Manufacturer and Importer of Art Decorations

28-32 Pellington Place : Brooklyn, N. Y.

SHOW ROOM, 738 BROADWAY, NEW YORK





Another Practical Suggestion for Using Compo-Board

How You Can Know the Genuine
Compo-Board

Send to us for a free sample—notice the construction. It is not simply several layers of card-board pasted together. **Compo-Board** is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Compo-Board is stronger, more durable than lath and plaster, or any of its substitutes. Impervious to cold, heat and moisture. Test by soaking in water with any or all of the so-called substitutes. Fourteen years of severe tests have proven its superiority.

Sample and Book Free. Tells in an Interesting Way All About This Modern Wall Board.

Northwestern Compo-Board Co., 1404 Lyndale Ave., No. Minneapolis Minn.

For Your Spring Display Use
Carter's Famous Greens

and you will be more than pleased with the many clever ideas which can be executed that will greatly improve the appearance of your show window and interior displays.



Prompt service, lower prices and better goods—that's why the demand for **Carter's** Greens has been steadily increasing. You get good, clean stock, right from the woods. Order filled same day as received. **Express Rates Lower Than Ever.**

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft., weight 50 lbs., Price, **$4.50**
Case No. 2 contains 400 sq. ft., weight 30 lbs., Price, **$3.50**
Case No. 3 contains 300 sq. ft., weight 25 lbs., Price, **$3.00**
Case No. 4 contains 200 sq. ft., weight 20 lbs., Price, **$2.50**

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per doz..... **$1.25**
Per 100..... **$7.00**
Chamaerop Palm Crowns Per doz. **$2.00**
Chamaerop Palm Leaves Per 100 **$2.00**
Sabal Palm Leaves, the large kind.....Per 100 **$2.50**

MAGOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, free from trash or sticks; per sack of 15 lbs.....**$2.00**
Fadeless Green Sheet Moss, free from trash or sticks; per sack of 100 sq. ft.....**$4.00**

Laurel Festooning, Heavy Grade, 5c Per Yard

GEO. M. CARTER :: EVERGREEN, ALA.



YOUR WINDOWS are the MOST VALUABLE ADVERTISING SPACE—
Take advantage of it, and insist that your trimmers and card writers use the Paasche Air-Brush to make your displays the most attractive. It's a most profitable investment.

THE BEST ARE NONE TOO GOOD

For Leading Merchants and Department Stores

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering, and finishing your old fixtures, making them look new, and for numerous other purposes.

USER'S OPINION

Regarding Model "D"-2 Air Brush received through the above firm will say that this new model "is great." Have used air brushes for the past five years or more but have never worked with a better tool. Yours very truly.
ROY M. ARIMOND, care of Alexander Reid & Co., Virginia, Minn.

I like my Model "E"-2 Brush better than any I have ever seen. "It fills all the requirements and covers a larger range of work than any other brush I have ever seen or heard of." Yours truly,
O. R. BOUNDS, Lapwai, Idaho

It gives me pleasure to state that your Model "F"-2 Air Brush has given entire satisfaction. I am a student earning all my expenses in the card writing business and consider the air brush most indispensable for my work.
McCASKILL (The Student Sign Man) Austin, Texas

The Model "H"-2 Air Brush bought of you recently has been in constant use and has given entire satisfaction. There is no limit to the variety of effects that can be produced with it and the card writer that does not use one, is, I think very much handicapped in his profession. Thanking you for your prompt attention, I am
Yours very truly, W. E. REID, Cheraw, S. C.

Our catalog will interest you. Write Now.

MANUFACTURERS

Paasche Air Brush Co. 5 S. Clinton St. Chicago, Ill.

KADY
SUSPENDERS



supply the important suspender requirement—comfort. Supplementing this are their neatness of style, lightness and strength.

Only the highest grade flexible webbing goes into the making.

The soft, smooth fitting bandsare adjusted by the

Double Crown Roller

apatented feature. Conforms as can no other device, to every movement of the wearer's body, without slightest suggestion of strain or binding.

Kady Suspenders are quick to make new friends. Their popularity is steadily increasing among men who appreciate Suspender desirability.

Retail at 50c & 75c

Prices to dealers $4.00 and $4.25 the dozen. Store cards and other valuable selling aids furnished free to the trade.

THE OHIO SUSPENDER CO, Mansfield, Ohio

Makers of all kinds of suspenders, belts and garters

BEAVER BOARD



Elaborate Beaver Board background in window of Orkin Brothers, Omaha, Nebr.

What the Window Trimmer Said:

Mr. Samuel R. Weiss, who trimmed the window shown above, writes us as follows:

"I have the pleasure of saying that I have used BEAVER BOARD for years, and have always found that it answers my purposes to better advantage than any other board made.

"I find it great to paint on, offering a fine surface. Besides it is very light and easy to handle."

Mr. Weiss is only one of many window trimmers who have used BEAVER BOARD with great success. Write for free booklet "BEAVER BOARD for Window Trim," and painted sample.

THE BEAVER BOARD COMPANIES

United States: 321 Beaver Road, Buffalo, N. Y.
Canada: 521 Wall Street, Beaverdale, Ottawa.
Great Britain: 4 Southampton Row, London, W. C.

BEAVER BOARD PURE WOOD FIBRE Trade Mark

Books You Should Own

See Pages 76-77-80 this issue

Annual Prize Contest 1913

Closes December 1, 1914

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparativey small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc. Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current mouth.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before July 31, 1913.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

Sales—Under this head shall be considered the effect of the display in making sales.

Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street CHICAGO, U. S. A.

Spring and Easter Stencil Designs For the Air Brush

A set of six ready to cut stencils, with a sketch in colors of each subject, prepaid for.....$2.50

Wild rose border
Spray of pansies
Tulip with stem and leaves
Conventional tulip design
Spray of Easter lilies
Chicks drinking, for Easter

These are only a few of the many stencils we have suitable for all seasons, and kinds of trade.
Tell us what you want and we will furnish you with it.
Get a flower sketch and Airbrush information for the asking.

L. O. BUTCHER & BRO.
M-1, 675 W. Madison St., Chicago, Ill.



The Conjurer

A life-sized figure showing different goods by mystic change.
Draws immense crowds to show windows and creates lasting impressions in spectators by producing debate as to the mode of operations.
Has been adopted for exclusive use in their respective industries by two manufacturers of standard goods.
This device is sold outright to manufacturers or selling agents, or rented to retailers equipped for their specific use.
Write for further particulars.

Attractascope Mfg. Co.
Makers of Optical and Mechanical Window Displays
33 Wooster St. *New York*



BICYCLE Rolling Ladders

are made in many styles and to fit all kinds of shelving

Send for catalog giving full description and prices

THE BICYCLE STEP LADDER CO.
61 W. Randolph Street, CHICAGO, ILL.

Doesn't It Interest You

To Know That

BARLOW DISPLAY FITTINGS



are the product of designers who work from the Decorator's point of view?
When you stop to think of it, this fact means a lot.
"Barlow" Fixtures, Forms and Wax Figures are not only *theoretically*, but *practically* appropriate for showing the articles for which they are designed and recommended.
Folder No. 114 shows new Spring Fittings.



The Barlow Company
79-B Race Street :: HOLYOKE, MASS.

The Advertising World
Monthly Magazine

The Magazine that Helps;
The Retail Merchant's Standby;
It is missed when time expires.

Contains more Helps, Hints, Suggestions, Specimen ads and explanatory contributions than any other publication. Intended for all retail merchants, window decorators, and those in any way interested in preparing advertising matter.

60 cents pays for one year's subscription including our revised booklet of 3671 Advertising Catch Phrases. Money back if not satisfied. Sample of magazine for stamp.

THE ADVERTISING WORLD
COLUMBUS, OHIO

Easter Decorations

Lowest Priced House in This Business

Easter Lilies
Apple Blossoms
Wistaria
Electric Light Shades
} all kinds; all prices

If it is decorations, we make it.

Send for Samples. No Catalog

M. Sylvester, 150 Bleecker Street New York, N. Y.

IMITATION **GRASS RUGS** ALL SIZES

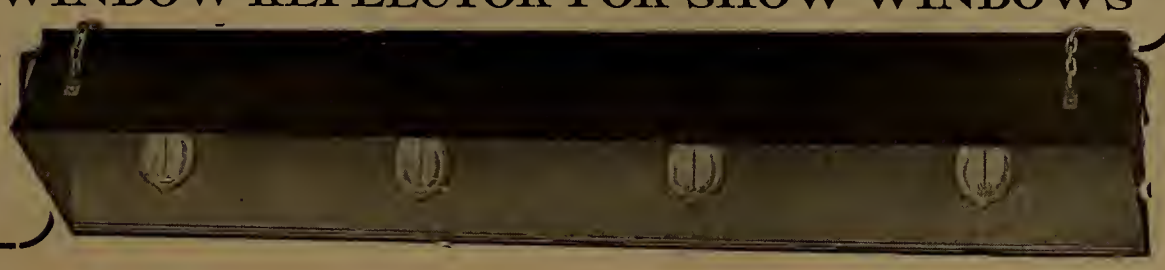
Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street NEW YORK

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



KOESTER SCHOOL BOOK OF

DRAPING



By GEO. J. COWAN *and* WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes
Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
Miscellaneous Form Drapes
Arm Form Drape
Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping
Panier Drapes
Flanelette Drapes
Children's Form Drapes
Wax Figure Drapes
Waist Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of $3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



How To Get Trade?

This is the all important question that is constantly uppermost in the mind of the aggressive retail merchant.

A book that is filling the popular demand among Up-to-Date Merchants and Advertising Men everywhere is

SALES PLANS

A collection three hundred thirty-three business-bringing Sales Plans and Practical Advertising Suggestions that have been used successfully by well-known stores. The book is divided into sixteen chapters, as follows:—Special Sales, Selling by Mail, Store Expositions, Getting Holiday Business, Christmas Schemes, Co-operative Advertising, Store Papers, Souvenirs and Premiums, Getting Trade Through Children, Money-making Ideas, Contests, Needle Work, Voting, Guessing Contests, Package Sales, Sensational Advertising.

Printed on best paper, size 6½x9 inches, fully illustrated with reproductions of Advertisements, Circulars, Posters, Letters, etc.

Shipped prepaid to any address on receipt of

$2.50 for Cloth; $3.00 for Full Morocco

The Merchants Record Co. Publishers 315 Dearborn St., Chicago

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today

(Coin or stamps)

and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

MERCHANTS RECORD and SHOW WINDOW

431 So. Dearborn St., Chicago



This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only $1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

8 New Year's Windows.
White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
Washington's Birthday Windows.
8 St. Patrick's Day Windows
Spring Opening Windows.
Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
6 Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
5 Thanksgiving Windows.
4 Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission. etc.*
10 Sale Windows.
Bas Reliel Backgrounds.
Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50.

Merchants Record Co., 431 So. Dearborn Street Chicago, Illinois

Increase Your Salary

$10.00 TO $25.00 A WEEK

by learning to write Cards, Signs and Price Tickets. It isn't real work to do this "when you know how," and the art of lettering is easy to learn with a set of

The Card Writer's Charts

which consist of seventeen heavy cards 8½x11 inches, beautifully printed in six colors, inclosed with sixteen sheets of ruled practice paper in a strong covered box.

Price :: $1.50 Postpaid

This valuable work has been the means of raising the salaries of hundreds of trimmers and clerks whose employers have been pleased with their enterprise and added value to the business.

Send order and remittance to

The Merchants Record Co.
315 DEARBORN STREET :: CHICAGO

Plan Your Spring Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

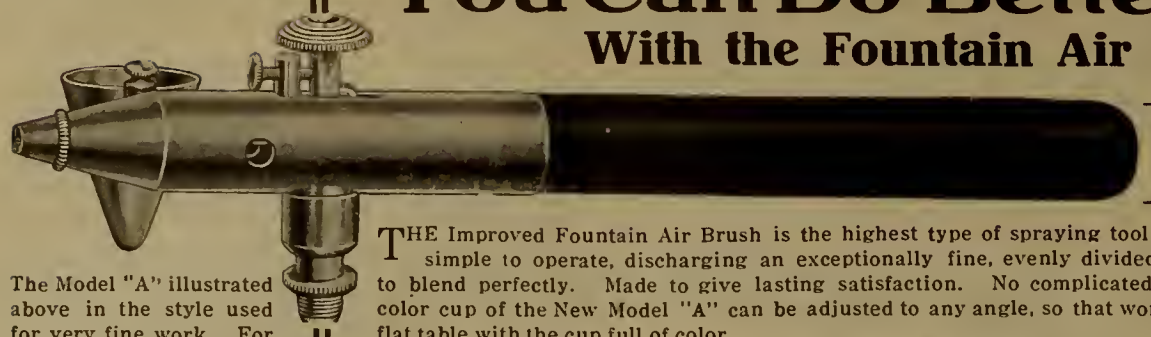
Practical and Economical Decorations

Price Only $1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

You Can Do Better Work
With the Fountain Air Brush



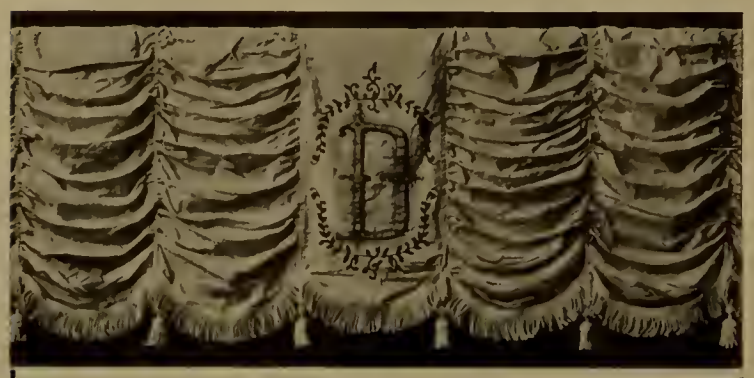
The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago



Show Window Shades
and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

made and sold by us—will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your window trims that final completeness so necessary. Order now.

GET THE GENUINE

The Art Window Shade Company

2411 North Halsted St. CHICAGO, ILL.

Write today for catalogue showing great variety of styles and prices.

Cardwriters Pure Red Sable
One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1914 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.

A Help for the Card Writer

Every show card writer can get a lot of practical benefit from

Hess' Portfolio of Alphabets

This portfolio is new throughout and contains 29 unusually good alphabets—26 for the pen and 3 for the brush. They are full size, being lithographed on pages 11 x 14 inches. Whenever necessary the various strokes have been indicated by arrows.

These are all practical, workable show card alphabets and the beginner will find them a big help in his work. Even the most experienced card writer can get pointers from them that will be worth many times their cost.

Included with the alphabets are 100 ornamental panels for initial letters, to be pasted on cards. There is also instruction for mixing colors. All of this, express prepaid for $1.00 and if you're not satisfied you can have your money back without argument.

G. Wallace Hess, 1405 Olive Ave., Edgewater Station, Chicago

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WANTED—Decorators and Cardwriters—learn the art of refinishing wax figures. A big money-maker, as a side line. We show you how. Send for our catalog. Harrisburg Wax Figure Renovating Co., 335 Crescent street, Harrisburg, Pa.

SALESMEN WANTED—By leading merchants throughout the West in dry goods, clothing, shoes and general merchandise—also window trimmers. Excellent conditions in the West for rapid advancement. Write Business-Men's Clearing House, Denver, Colo.

SALESMEN—We have openings for two experienced wood window display fixture salesmen, on straight salary. Only experienced men need apply. State experience. We manufacture the most complete line in the country. The Oscar Onken Co., Cincinnati, Ohio.

WANTED—Representatives everywhere to report information, names, etc., to us. We have contracts to supply big M. O. Firms, Manufacturers, etc. No canvassing. Spare time. Big Pay. Enclose stamp. Address National Information Sales Company, BHR, Cincinnati, Ohio.

POSITION WANTED

POSITION WANTED—Window trimmer and card writer wants to locate with a growing concern. A-1 references. Five years of "made good" experience. Can help with advertising. Single, age 22 years. Address Box 231, Merchants Record and Show Window.

WANTED POSITION—Window trimmer, Cardwriter and Advertiser, open for a change. Four years with present employer. Age 28. Strictly sober. Prefer city up to 75,000 in Central states. Address Box 229, care MERCHANTS RECORD AND SHOW WINDOW.

POSITION WANTED—Young man experienced window trimmer and cardwriter open for position with live progressive firm northwest or coast preferred. A-1 Department Store references. Address Box 230, care MERCHANTS RECORD AND SHOW WINDOW.

HOW DO YOU DO WITHOUT GENUINE CEYLON PRECIOUS STONES AND PEARLS?

A SAMPLE PACKET 100 carats cut and polished stones or 20 carats Pearls for 75 cents, post free to any address in the world on receipt of price. Send International P. O. Money Order. Write today. List free. Established 1878.

Messrs. A. S. Fuller & Co., South Porcupine, Can., say:—"Blue sapphires received O. K. Many thanks."
Capt. G. H. Walden, Maymyo, says:—"Much pleased with Green Sapphires received by my wife."

J. WICKRAMANAYAKA & CO., Gem Merchants, Kalutara, Ceylon

PERFECT AIR BRUSH INKS

Snowberry Air Brush Inks are the result of years of careful experimenting, **THEY ARE ABSOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. $4.00
Sample Order, c. o. d., 7 half-pints, different colors. 2.25

ROBERT HOSKIN, Manufacturer
625 Greenwich Street NEW YORK

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An Education in Window Dressing



The "Art of Decorating Show Windows and Interiors" is worth a liberal education in window dressing. It contains the combined experience of more than 100 expert decorators. It is not a one-man book, but the work of all of the best window dressers in America. There is not a prominent decorator in this country who has not contributed to this book.

No matter what you want to know about window trimming, you will find it in the "Art of Decorating." Here are a few of the hundreds of subjects treated of—full information given about the following:

Arches, Imitation Art Glass, Art Noveau Backgrounds, Backgrounds for every purpose and occasion, Electrical Batteries, Stencil Work, Boys' Wear Displays, Painting Scenic Backgrounds, Plaster Casts, Christmas Displays, Cleaning Wax Heads, Paints of all kinds, Color Charts and Combinations, Columns, Electrical Displays, Draping of all kinds of material, Electro-Mechanical Displays, Workroom Equipment, Decorating with Flags, Following the Fashion, Festoon Drapery, Making Paper Flowers, Frosted Windows, Coloring Electric Lamps, Grouping Figures, Home Made Draping Stands, Home Made Fixtures for all purposes, Imitation Icicles, Illusion Windows, Exterior and Interior Decorations, Lattice Work, Mechanical Displays of all kinds and for all purposes, Resilvering Mirrors, Gelatin Molds, Home Made Motors, Puffing, Pleating, Tissue Paper Balls, Papier Mache Decorations, Perspective for Backgrounds, Photographing Windows, Planning the Window, Pouncing, Power and Transmission, Process for Gilding, Speed Reducers, Relief Bulbs, Rosettes, Show Cards, Smocking, Sunbursts—Using Old Corset Form, Electic Wiring, and hundreds of other important matters pertaining to every branch of window dressing.

410 Pages 618 Illustrations

Showing the very best window dressing work that has been reproduced in this country. Hundreds of drawings and diagrams with full working descriptions.

This is the only complete work on mercantile decoration published. This is the fourth edition and is entirely revised and up-to-date. Bound in cloth and handsomely lettered in gold leaf. This book is of great value to experienced decorators, and certainly indespensable to beginners in the art. Shipped anywhere upon receipt of $3.50, charges prepaid.

Special Combination Offer

For $5.00 (foreign countries $6.00) sent us we will ship prepaid, a copy of this popular book and will give you a receipt for one year's paid subscription to MERCHANTS RECORD AND SHOW WINDOW. No matter when your subsription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

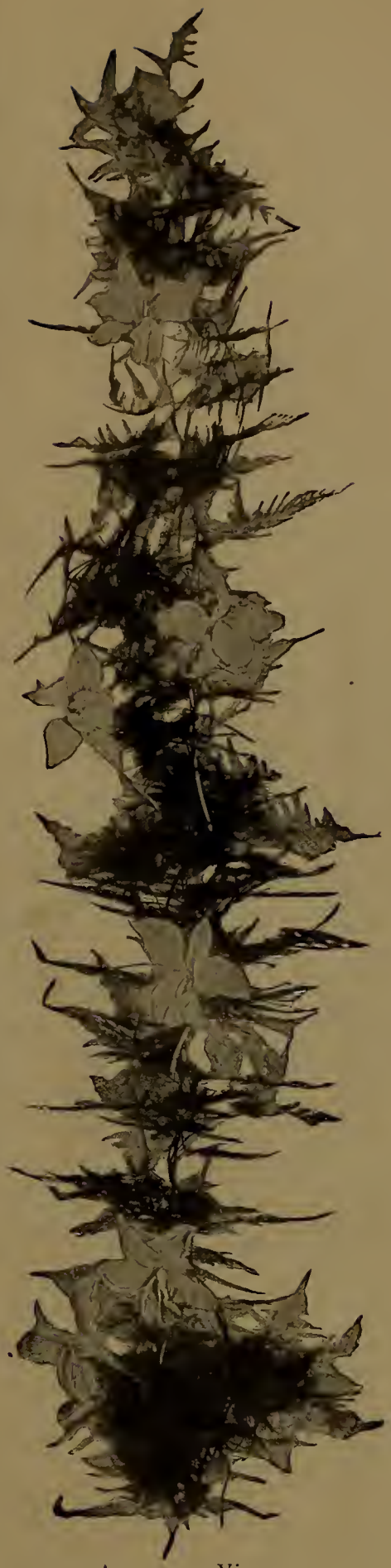
THE MERCHANTS RECORD CO.

431 S. DEARBORN ST., CHICAGO, ILL.



Natural Prepared Southern Smilax

Natural Prepared Transparent Asparagus used successfully with your choice of flowers such as roses, orchids, dogwood flowers, wisterias, apple blossoms, clematis, etc.



Asparagus Vine

Write for our Spring Catalogue No. 45, size 11x16, illustrated in colors, free for the asking.

Big variety of Decorative Plants, Sprays, Vines, etc., to select from. Estimates gladly furnished.

FRANK NETSCHERT COMPANY

61 Barclay Street : : : New York

Manufacturer and Importer of Artificial and Natural Prepared Plants, etc.



Special Valance No. C.L.--Copyright 1914 C.L.F. Co.

IN a short time every progressive store front will be hung with a valance, for they are worth every cent of their cost and more, too.

They add greatly to the physical appearance of show windows and can be made to express the individuality of the establishment which they decorate.

Good valances last indefintely and our valances are the best that can be made.

Ask for our folder of designs. The dimensions of your windows will aid us in suggesting a suitable pattern.

This is one of our new wax heads made from imported French Models.

This line is the finest ever shown in the United States. Each head expresses real character and beauty. The forms on which we mount them are perfect in every detail.



"Roberte"

Our new 288 page catalog is now on the press. It illustrates these beautiful wax figures, as well as hundreds of other items for successful merchandise displays. Ask for your copy now. We'll mail it in a day or two fresh from the press.

CURTIS-LEGER FIXTURE CO.

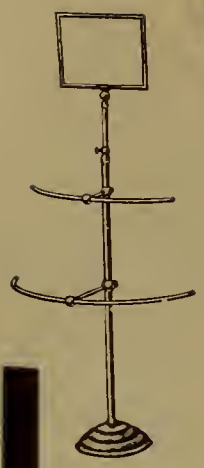
237 Jackson Blvd. **CHICAGO**

MERCHANTS RECORD and SHOW WINDOW



J.C.Bodine.'

VOL. XXXIV—NO. 4 APRIL, 1914



When You Buy Norwich Fixtures You Buy Right



When next in the market for fixtures let us demonstrate this. If you are looking for fixtures of Quality, that will give you years of service, at a price consistent with value given. Then—you'll buy—Norwich Fixtures.

Have you a copy of Supplement No. 4



The Norwich Nickel & Brass Co.

Norwich, Conn.

Salesrooms

New York
712 Broadway

Boston
26 Kingston St.





One of the windows of Stern Bros., New York, equipped with "Pittsburgh" Show Window Reflectors

Write for Booklet "Show Window Lighting."

Pittsburgh Reflector & Illuminating Co.

3117 Penn Avenue : : Pittsburgh, Pa.

Your Show Windows



form a large part of the expense of your store, not only in time and material used in their trimming, but a large part of your rent is based on their potential value; but they are absolutely necessary to any retail business. This expense must be incurred. Are you getting the maximum results that might be obtained?

The average window trim is under artificial light one-half the time, and, if properly lighted, is then most effective.

Are Your Windows Properly Lighted?

You can pay large rent for your show windows; you can hire the best of window trimmers, but if you neglect the proper lighting you will cut down the effectiveness of your windows largely.

Walk across the street and look at your windows. Are they attractive and alluring, or does the trim, no matter how good, look obscure from this point? ***"Pittsburgh" Show Window Reflectors*** will give your windows life, character, individuality and a pulling force even from this distance. The cost is nominal.

Positive Action



means that there are no carriers stuck half way on the wires wasting the time of the store help and customers.

Positive Action means that the Baldwin Carrier gets to the station every time and in the quickest possible time.

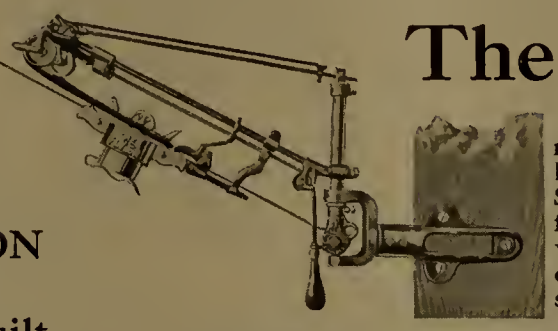
Positive Action means that every customer gets instant service—this makes the kind of customer that comes back to the store, and recommends your store to her friends.

Positive Action is made possible in the Baldwin Carriers through perfected mechanical devices found only in the Baldwin product.

The Flyer

FOR —STEEP GRADES
—SPEED
—EASY OPERATION

Get a Baldwin Carrier that is built for a lifetime of hard service.



The Flyer

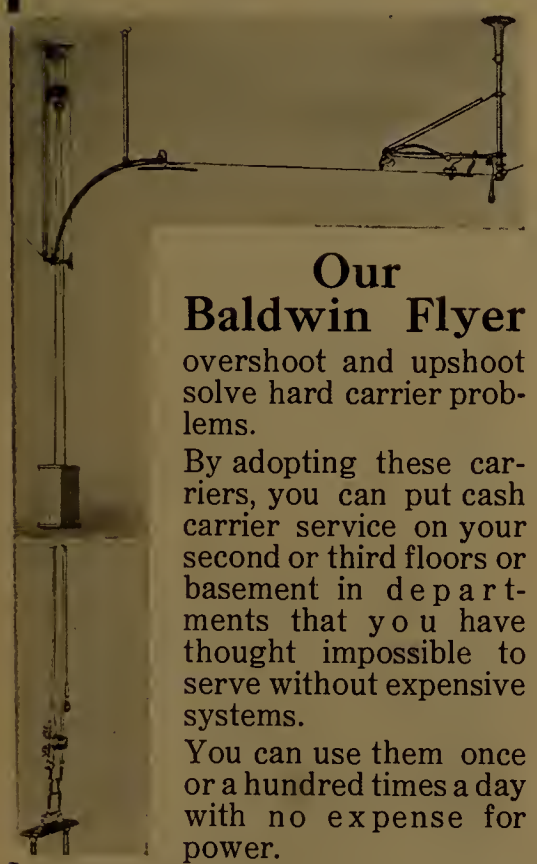
Cash Carrier

This shows the neat Baldwin Bracket for Sales Stations, can be fastened to a wood or iron column or your shelving.

Baldwin Flyer Ball-Bearing

No Oil Required

Cash and Package Carriers



Our Baldwin Flyer

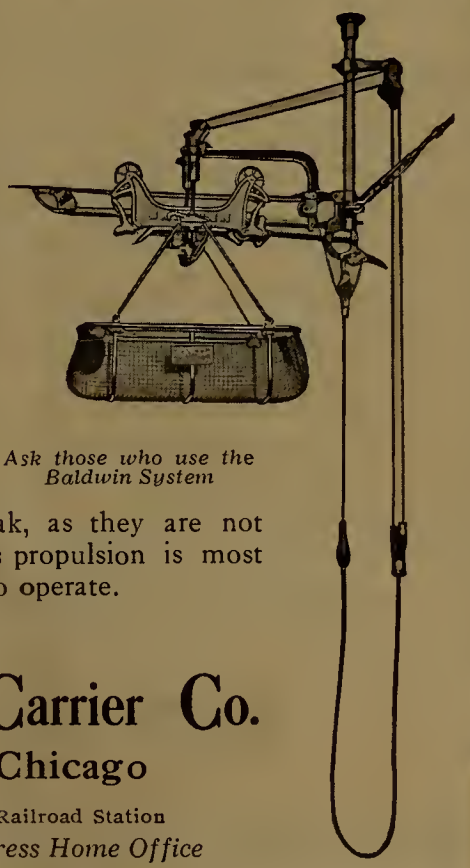
overshoot and upshoot solve hard carrier problems.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

You can use them once or a hundred times a day with no expense for power.

Give Complete Service Satisfaction

because every little detail has been carefully improved and perfected after testing in the busiest stores where careless clerks are indifferent as to how they handle them.



Ask those who use the Baldwin System

No spreading wires to crystallize, break and fly through the store. BALDWIN'S Track wires are stationary, permanent and Never Break, as they are not used to propel the Carrier. Baldwin's propulsion is most powerful; compact, as well as easiest to operate.

Write Us Today

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

UNIT construction and factory methods have worked wonders in the matter of store equipment. Values have increased and merchandising ideas have been developed. Now the small general store can have standardized fixtures that compare favorably with the most expensive that the city store can buy. Send for a catalogue and learn how you can improve your store—at a moderate price.

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

WILMARTH SHOW CASE CO., 1524 Jefferson Ave., Grand Rapids, Mich.



Outdoor Show Cases

Put Your Merchandise In Lyons Display Cases Out On The Sidewalk

Instead of a column or blank wall that only detract from your store front. Why not cover them with one of our stock or especially designed display cases? You get splendid results from your show windows so why not increase the attractiveness of your store and make more sales by displaying effectively every article of merchandise you possibly can.

Our display cases will pay an enormous dividend on their cost, simply by increasing sales right at the start. This is especially true during the coming summer season. Every able-bodied person is out of doors during the day and also in the evening.

We illustrate herewith only one of our many stock designs. You can get us to make anything special to fit any space you may have available. Better write us now.



We Also Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, etc.

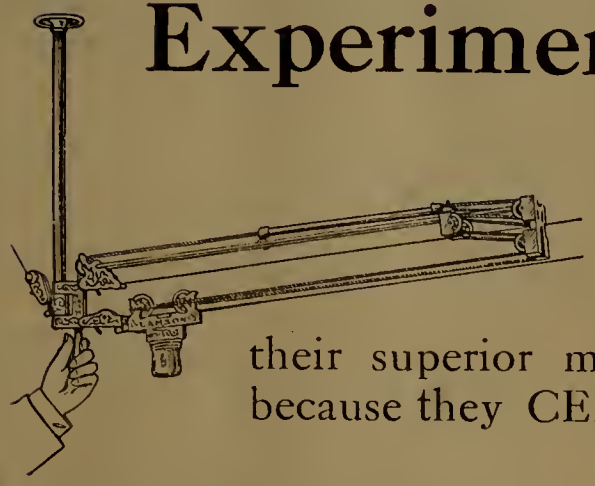
WRITE FOR CATALOGUES AND PRICES

Hugh Lyons & Co.

802 E. South Street Lansing, Mich.

New York Salesroom, 686 Broadway Chicago Salesroom, 313 Jackson Blvd.

LAMSON



Experiments are Costly

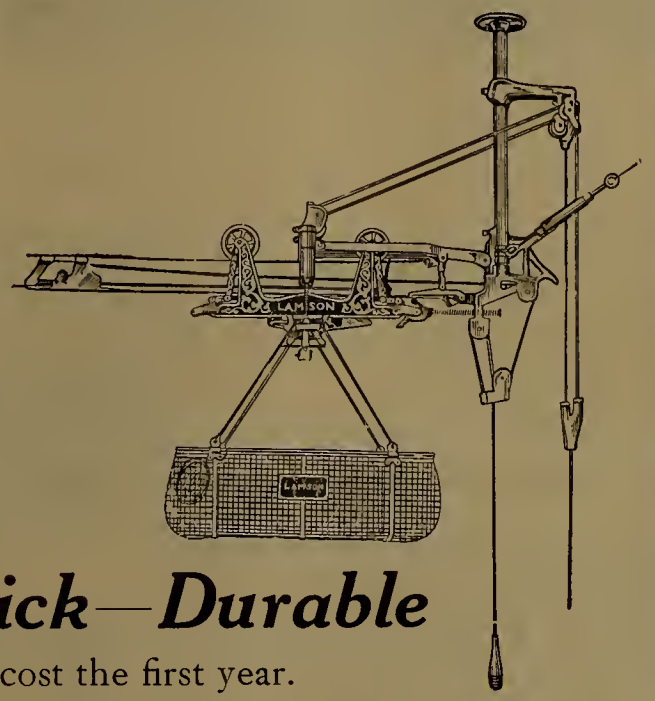
Lamson Carriers have stood the test for over thirty years, and more than 60,000 successful merchants testify to their superior merit and perfect satisfaction, because they CENTRALIZE.

Did You Ever

stop to consider the loss in cash, merchandise, time, floor space, patience and dissatisfied customers caused by an inferior store service.

Lamson Carriers

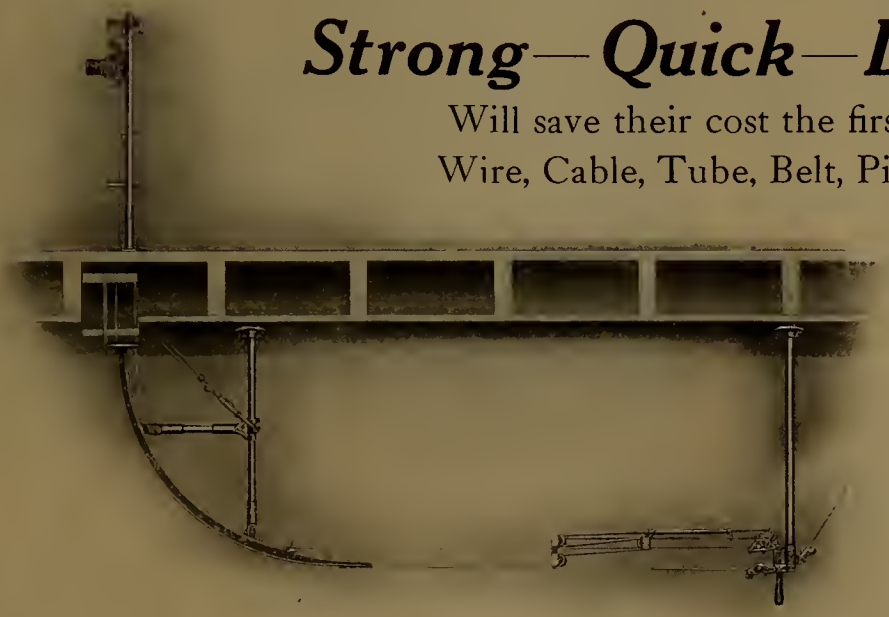
insure you against all such losses.



Strong—Quick—Durable

Will save their cost the first year.

Wire, Cable, Tube, Belt, Pick-up Carrier Systems.



LAMSON UP-SEND CASH CARRIER

(Can be fitted with Message Carrying Attachment)

Designed for service at right angles and from a lower floor or balcony to a point on floor at a level considerably above the "Home" Station or vice versa.

This type of carrier will frequently be found useful for serving an upper or lower floor from a main floor cash desk.

Don't Experiment

THE
LAMSON
COMPANY

BOSTON, U. S. A.

Representatives in all principal cities.

SERVICE



Flood Your Store with Daylight

All else being equal, DAYLIGHT is one of the most essential things to a store.

Its presence improves working conditions—its absence hampers them.

Important as this is, Daylight has other definite advantages, and Luxfer, which *delivers* Daylight, combines the qualities which make it so practical, serviceable and economical for every merchant's use.

If your store is dark, or you wish to make selling space out of "dead space" in your basement, let our Daylighting Experts show you how this may be done through LUXFER.

LUXFER will cut down your artificial light bills, improve your store's appearance, and inject Daylight energy into your clerks, and thereby promote their efficiency. LUXFER'S use is economy from any angle you may wish to analyze it.

Let us solve your Daylighting problems—Write *today*.

AMERICAN Luxfer Prism COMPANY

Chicago—Heyworth Bldg.
Boston—49 Federal Street
Cleveland—419-20 Citizens' Bldg.
Duluth—310 W. Michigan Street
Indianapolis—20 Union Trust Bldg.
Kansas City—909 N. Y. Life Bldg.
Milwaukee—Stroh Bldg.
New York—507 West Broadway
New Orleans—904 Hennen Bldg.
Philadelphia—411 Walnut Street
Rochester—38 Exchange Street
Dallas—Builders' Exchange
San Francisco—445-47 Turk Street
Los Angeles—928 S. Main Street
Detroit—Builders' Exchange
St. Paul—365 University Ave.

A Light That Properly Illuminates Rugs Is the Right Light for Any Goods

RUGS are the most difficult goods to show to advantage under artificial light.

And any system of illumination that brings out all their details and true color values can be relied on to do the same for any other line of goods.

Note the wonderful clearness of detail in this photograph. Yet there is no glare nor harshness—because these rugs are illuminated with the

Frink and J-M Linolite Systems of Lighting

In these systems the light is hidden from the eye by reflectors. The illumination is produced by tubular incandescent lamps placed end to end. Result—a soft, evenly diffused light almost equal to daylight in efficiency, and free from the harsh "spots" and deep shadows caused by ordinary bulb lamps.

These systems applied to window, show case and store lighting show your goods to the best possible advantage—help to boost your sales—and increase your prestige by giving your establishment an added air of elegance. We make reflectors for both J-M Linolite and standard base lamps.



Rug racks in Bamberger Department Store, Newark, N.J., lighted with the Frink and J-M Linolite Systems. Light your Store and Windows the Way These Rugs are lighted.

And at the same time they actually save you money because they consume less current than old style lamps.

Over 25,000 merchants in this country alone have secured "better light at lower cost" by adopting this method of lighting.

Without obligating you, our Engineering Department will gladly submit free plans for remodeling your lighting system.

Write nearest Branch for full particulars and Booklet.

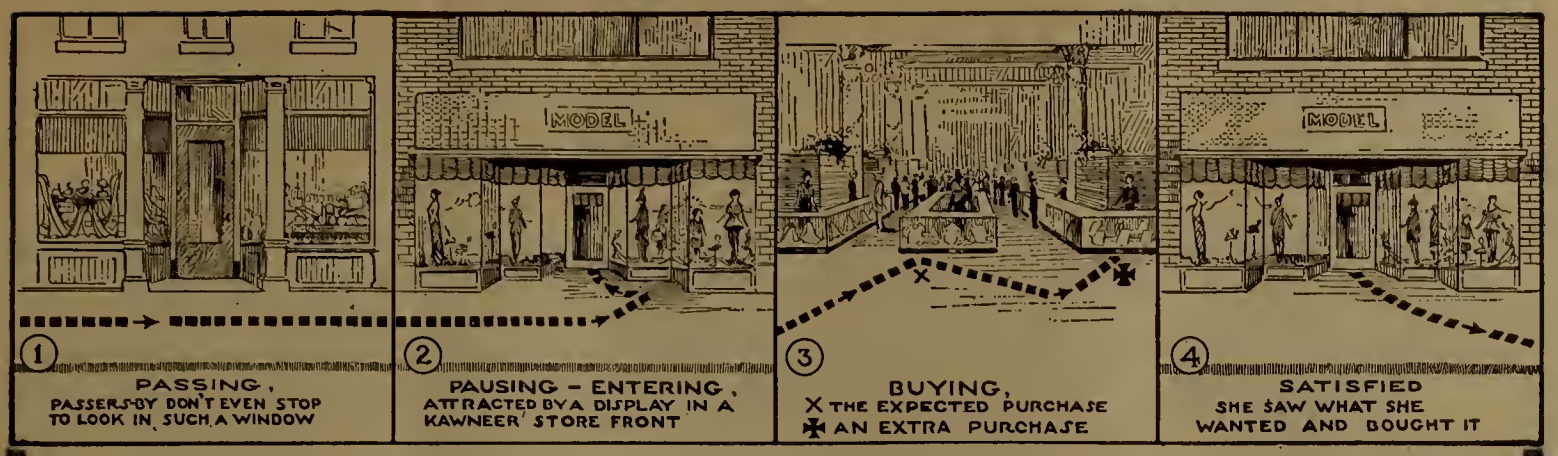
H. W. JOHNS-MANVILLE CO.

Sole Selling Agents for Frink Products

Albany, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Indianapolis, Kansas City, Los Angeles, Louisville, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, San Francisco, Seattle, St. Louis, Syracuse

THE CANADIAN H. W. JOHNS-MANVILLE CO., LTD. Toronto, Montreal, Winnipeg, Vancouver

2253



It Happens on Every Street Every Day.

Here's a picture story of an every-day occurrence. It tells the truth about good Store Fronts.

It tells what is happening in Front of your Store every time a person passes.

To *sell* you must *attract* and *interest*. You must get the people *into* your Store, and you realize the great number of *extra* sales (see Figure 3) made *after* the customer has entered. As the result of interior sales helps most people make *extra* purchases after they have entered the Store.



One Merchant says, "Our old Front was fair but it takes a modern KAWEEER FRONT to get the business. One of the best arguments for good show windows is the fact that one can sell the people what he wants to sell rather than what *they* want to buy." Think what a stock free of over-stock would mean to you—think of the money you have tied up in over-stock. A KAWNEER STORE FRONT will not only clean up your old stock, but it will increase the sales of the new lines.

30,000 Proofs

Do 30,000 proofs of one thing mean anything to you? If you had 30,000 customers wouldn't you have the same faith in your Store that we have in KAWNEER STORE FRONTS?

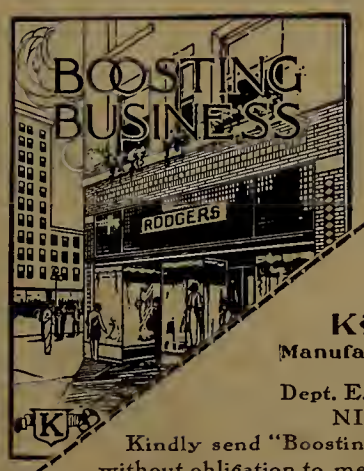
You may go from coast to coast—stop off at big cities and little hamlets and you will find KAWNEER STORE FRONTS making money for the Merchants behind them. Many of the keenest and most conservative Merchants have manifested their faith in KAWNEER STORE FRONTS by adopting them. During the past sixty days more than 1,000 Merchants have written to us asking for more information about KAWNEER STORE FRONTS and for suggestions for their businesses.

These Merchants have investigated thoroughly enough to know that their businesses *need* KAWNEER FRONTS—their initial steps (seeking information) are business-like and that's just what we want you to do.

Send this coupon for "Boosting Business No. 14" and see the actual photographs of many of the best-paying Store Fronts in the country. See the photographs of the Fronts before alteration— the changes are truly wonderful.

Your only business reason for putting in a new Front is to increase your sales—be sure you adopt a Front that will do that. In making your decision let the experience of 30,000 other Merchants help you.

First get "Boosting Business No. 14"—it's free for this coupon, and it will not obligate you in the least.



COUPON

Kawneer
Manufacturing Company

Dept. E. 142 Factory St.
NILES, MICH.

Kindly send "Boosting Business No. 14" without obligation to me.

Name
Street and No.
City or Town
Business

Kawneer
Manufacturing Company

Factories: Niles, Mich, San Francisco. Toronto, Can.

Francis J. Plym, President
Dept. E 142 Factory St.,
NILES, MICH.
Home Offices

We Have a Branch Near You

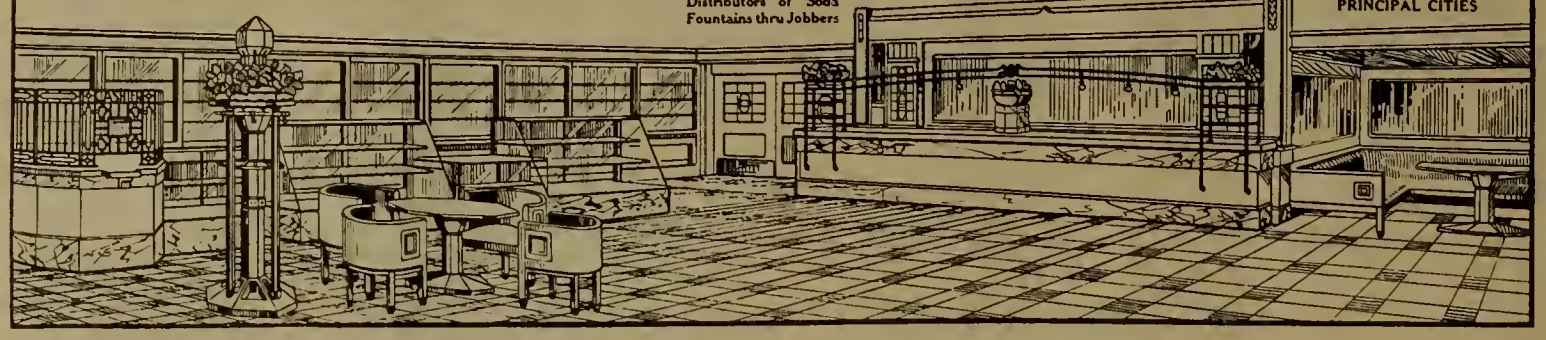
WALRUS STORE FURNISHINGS

Reflect Quality—Refinement—Individuality. We maintain a staff of expert Designers. Our manufacturing facilities are extensive. Our prices most reasonable

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest Builders and Distributors of Soda Fountains thru Jobbers

AGENCIES IN ALL PRINCIPAL CITIES



An Outside Show Case Adds to Your Window Space

The show window represents the most valuable, money producing space in any store.



The average merchant is handicapped by too little window display space. If he had more, he could sell more goods in proportion.

The Outside Case is practically another show window.

It is just as effective for display and, in proportion to its size, will sell just as much goods as the regular show window.

This has been proved by thousands of practical merchants who are using as many outside cases as they can find room for.

We are specialists in outside cases. May we tell you how you can increase your profits through their use?

If you will give us an idea of your requirements we will be glad to suggest ways to make use of space that is now wasted.

The Diamond Show Case Co.
2210 Superior Viaduct, CLEVELAND, O.

Ask Yourself

Is there any good reason why your shelving should not be as up-to-date as your merchandise and all the other methods of doing business today.

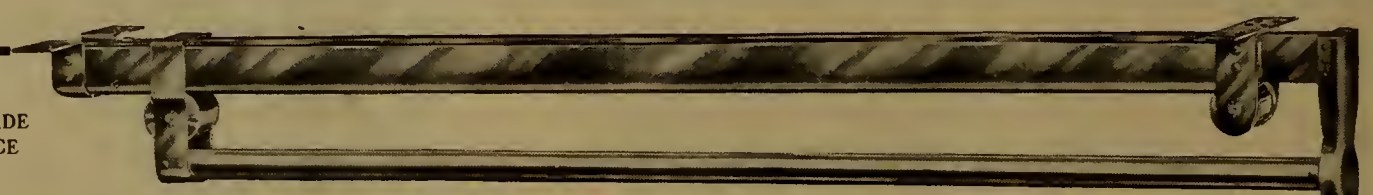


Baine's Adjustable Shelf Brackets
will give you fully 30% more shelf room and display your goods far more attractively than is possible with any ordinary shelving.

The shelves are adjustable to any required height, therefore no lost space. Have the shelves any length and depth you desire. Write for particulars.

PIQUA BRACKET CO., Piqua, Ohio

NO BETTER TROLLEY MADE AT ANY PRICE



The Columbia Trolley Is a Money Saver

1st—By keeping your suits in fine shape for your customers to examine and try on.
2nd—By cutting out the expense of pressing every suit you sell.
The roller bearings are of hardened steel and practically frictionless, easy to operate, will wear a lifetime.
The Columbia Trolley is very heavily nickeled over copper insuring a rustproof and durable finish.

Let us tell you how little it would cost to equip your store.

HARDWARE SUPPLY CO., *Manufacturers*, Grand Rapids, Mich.

Out-door Cases of Real Advertising Value

If you could receive the profits on merchandise sold in the United States through the exclusive medium of the Illinois Out-door Cases now in use, you would be a Croesus. The most valuable display space you have is outside of your store. The perfection of

Illinois Out-door Cases

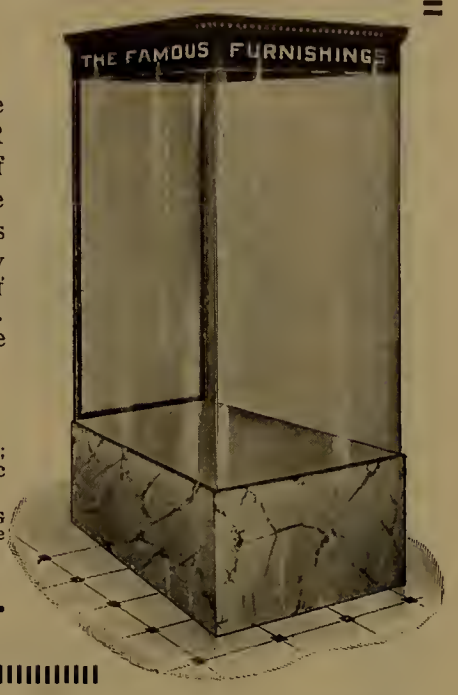
is the result of many years' experience in their manufacture. They are guaranteed absolutely weather-proof.

All-Glass Cases

For over a decade, our ALL-GLASS CASES have withstood all weather elements, proving their supreme value. No case can be more beautiful than All-Glass Out-door Case having no corner-post obstructions. The frame-work of the base and back and door frame is of steel, contributing largely to the success of these Illinois All-Glass Out-door Cases of glass, steel and marble. We are the only firm in the world making these cases.

Steel Frame Cases

The small steel corner posts of these handsome ILLINOIS OUT-DOOR CASES are about one-half the size of the ordinary wooden posts. They give an unobstructed view of the contents of the case. They are made stationary or movable, being the best cases if intended to be moved in and out. They are lighter and easier to handle than cases of other material.



The Case Shown to the Right Is

our ALL-GLASS CASE No. 901. It has polished plate glass sides; weather-proof throughout; hinged door in rear fitted with tumbler locks; Tennessee mottled marble base; if desired, electric lighted and ventilated.

Our Catalog Shows Many Styles Write for the ILLINOIS OUT-DOOR CASE CATALOG now. Right at this season you should be reaping the harvest that an attractive, modern ILLINOIS OUT DOOR CASE will bring you.

ILLINOIS SHOW CASE WORKS 1735-43 NORTH ASHLAND AV., **Chicago, Ill.**



THE GIPE LOOP-THE-LOOP.
This type of carrier originated and controlled by us.

Your Positive Guarantee

A Mutual Protection

Install Gipe Carriers, use them ten days, put them to every test, and if they do not give quicker, better and more economical store service than any other system, you may return them at our expense.

No Rubber or Cords Used on Our Cash Carriers



The Gipe Grade Cash Carrier

Is easily operated on steep grades.

Especially simple and effective.

It is the only carrier eliminating repairs and attention to insure good service.

The track wires are fully protected against crystalization; thus overcoming the breaking of wires.

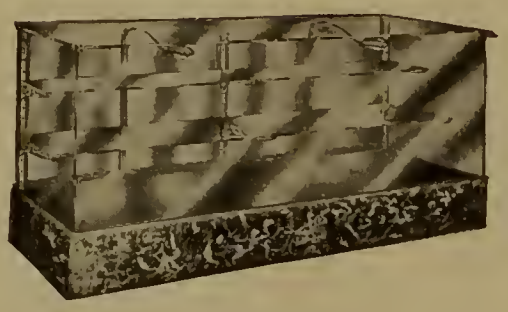
All repairs for "Gipe" Carriers are furnished free by us for five years.
(Cord used on Package Carriers and Lifts only excepted)

We make High Grade Carriers for all purposes. Level, grade, curve, loop-the-loop and basement loop Cash or Message Carriers. Elevated and Low Level Package Carriers.

Send for our complete 20 page Catalog

Gipe Store Service Company, Home Office, Medinah Bldg., Chicago

Scientific Display



The just right display of merchandise is a science. Men expert in store equipment working with skilled cabinet makers insure for

Quincy Special Show Cases

the most modern ideas in display together with the highest standard of workmanship. Our catalogue will tell you about it.

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.
DALLAS, TEX. 907 Commerce St.
WICHITA, KANS. 301 Beacon Building
PITTSBURG, PA. 949 Penn Ave.
JACKSONVILLE, FLA., 20-28 Julia St.



FRANKEL'S LIFELIKE WAX FIGURES

THESE ARE FACTS

¶ The faces are moulded true to life and are strikingly beautiful.
¶ Our special prepared wax is warranted to withstand heat or cold.
¶ Artistic flesh coloring and velvety skin finish gives a most refined appearance.
¶ High grade human hair supplied—individually implanted.
¶ Body shapes up-to-the-minute and warranted accurate.
¶ OUR GUARANTEE—goods and prices absolutely right or returnable.

Every real "live wire" display manager should have a copy of our new complete catalog just off the press. SEND FOR YOUR COPY TO-DAY.

FRANKEL DISPLAY FIXTURE CO.

Makers of and Authority on

Wax Figures Forms Display Fixtures

733 and 735 Broadway, New York

Branch Sales Offices at Boston, Dayton, San Francisco, New Orleans

Winter Fixtures

The Standard of Quality and Style



Unequaled in designing and building all kinds of store furniture, show cases, etc. Combining practical arrangement with quality of material, workmanship and finish.

Winter Company

Manufacturers

Sheboygan Wisconsin

Representatives at All Principal Centers

Catalog 14H sent upon request

MANY THANKS

for the largest spring business we have ever known



JOSEPH SCHACK

DURING the eighteen years we have been in business, we find no record that compares with the amount of sales we have had this Spring and Easter season. Our list of new patrons numbers from 1,500 to 2,000. Why? Because Schack's goods and prices are correct, ideas original and up-to-the-minute. Schack's seasonable Flower Books are a great help to the modern window dresser and they are an encyclopedia of information for him.

Why do merchants and progressive window trimmers come to visit the Schack Studios from thousands of miles away? Because by so doing they see windows properly arranged and decorated, just as they would see by keeping in touch with up-to-date stores of Chicago. You will admire a pretty window on State Street, but you are practically ignorant of the details and the cost; by visiting Schack Studios you can always learn something new and gather good ideas and other information necessary to accomplish a successful decoration, yet at not too great a cost for materials.

Every season we issue from 50 to 100 new ideas in order to assist the window trimmer and to help the merchant sell his goods.

Cloth flowers are not intended for window or interior decorations; they are made for millinery purposes. Schack Flowers can be had for half the cost of Cloth Flowers, or two displays of Schack Flowers may be had for the same price as one display of Cloth Flowers. Once Schack's customer, always Schack's customer.



There will be more Floral Parades conducted throughout the country this year than ever before. Get ready for the parade in your city by sending for our big free book on Floral Parades. It is FREE.



The largest and best book ever published on parade decorating. It's FREE.



A Floral Parade means extra money to every window trimmer in the city in which it is held. You arrange for the parade, we will show you how to do the decorating.

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Enough materials, ready prepared, to clean and retouch 100 Wax Figures.

A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows.

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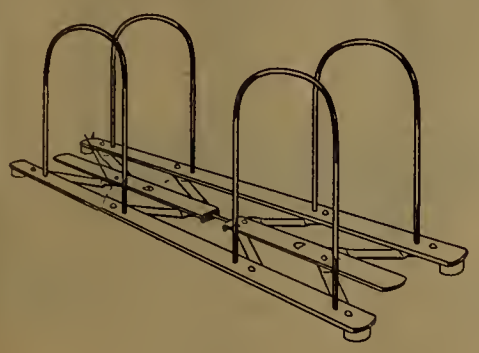
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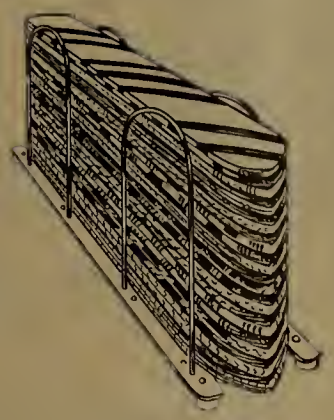
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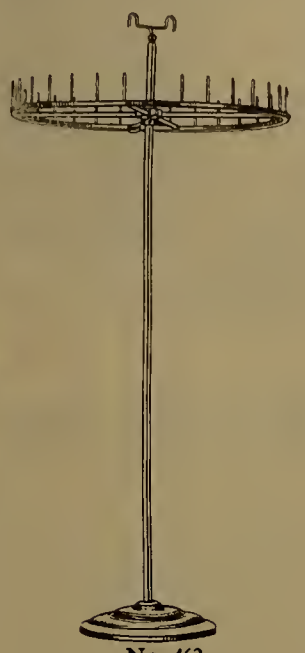
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ADJUSTABLE NECKTIE HOLDER

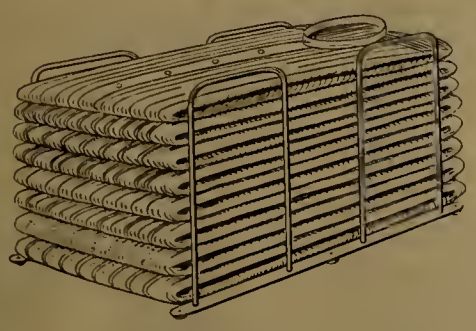
The most perfect holder of the kind on the market. Adjustable at either end. Simple, strong and efficient, and cannot get out of order. Made with fibre feet which lasts a lifetime and will not scratch your showcase. Any finish; price $7.50 per doz.



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No. 462



No. 474

No. 474 SHIRT RACK—is the simplest and easiest to operate. Adjustable for any size shirt. It is far more practicable than those that sell for nearly twice the price. These Racks have fibre washers on the bottom to prevent scratching showcases and counters. Shirt Rack is 11 inches wide and 18 inches long when adjusted.

Price per dozen, $9.00

Finished in nickel, oxidized or gun-metal.

No. 462. Revolving Neckwear Stand, with sign-holder, is mounted on a heavy 7-inch base, ½ inch standard, height 30 inches. Has 24 sections for ties. Price each - - - - - - $3.50

D. J. HEAGANY MFG. CO., 1123 West Washington Blvd., CHICAGO, ILL.



Botanical Sheeting

CHICAGO, ILL., APRIL 1ST, 1914

DEAR BOYS:

Are you going to have in your City this Summer any celebrations calling for outdoor decorations, such as Auto Parades, Home Coming Celebrations, etc?

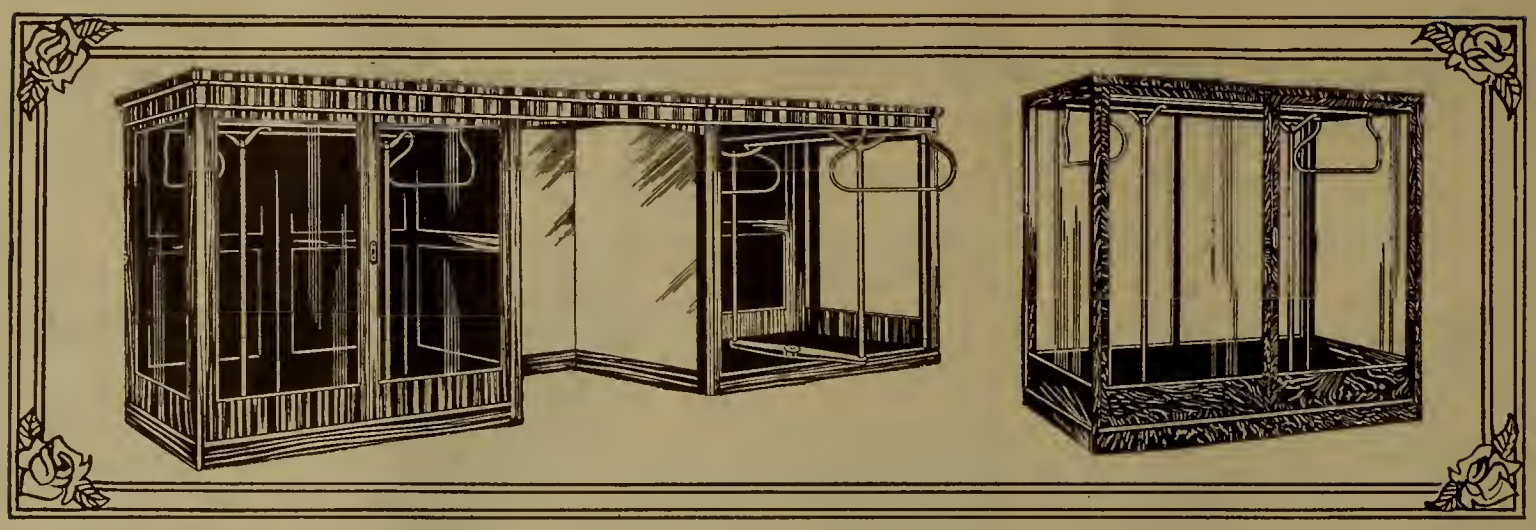
If you are here's a chance for you to make quite a little money on the side. You can get contracts to do a lot of decorating and we will sell you the flowers and our floral sheeting in the different colors, and all at the right price.

Write at once for our illustrated sheet showing all kinds of paper flowers, vines, garlands, etc.

Very truly yours,

Botanical Decorating Company, Inc.

504 South Fifth Avenue **Chicago, Illinois**



Revolving Wardrobes for Women's Apparel

AN EVOLUTION is rapidly taking place among the leading stores of the country in the matter of selling women's apparel. This includes both the largest department stores and the smallest specialty shops. Garments are now "out in sight" in wardrobes, rather than being kept "concealed" in stock rooms. This is right in line with—one price to all—marked in plain figures—money back if not satisfied—policies. Where garments are kept in stock rooms and brought out one garment at a time customers are more or less "suspicious"—they are afraid that they have not seen the most desirable merchandise. If any merchant is in doubt about this, let him get some woman not connected with his store to visit a store using the stock room method and one using the wardrobe method, and then have her tell him frankly which she likes the best. Make your customers have full confidence in you by having your stock in sight, and everything "above board."

THE WELCH SYSTEM

WELCH Revolving Wardrobes not only display your garments to best advantage but they protect the goods from dust and excessive handling. They allow you to make the best possible showing of your garments—and keep your stock free from "undesirable" garments by keeping them in sight. Welch Revolving Wardrobes are the latest development in apparel selling methods. The way of "today and tomorrow." Welch Wardrobes have many special features not found in other cabinets. Call at one of our showrooms and look them over.

WE show above a floor wardrobe and wall wardrobe both revolving. Our catalogue will tell you about the various styles and sizes in Welch Revolving Wardrobes. It will also tell you about our patent telescope slide cabinets, etc. We welcome dealers at our showrooms whether they are "in the market" or not. Drop in—look over the latest ideas in equipment—and talk with our representative. A copy of our latest book on The Welch System for the asking

Welch Revolving Wardrobes are sold in combination with The Wilmarth Line of show cases, wall cases, and other equipment. The latest ideas in "unit construction" will be found in both lines.

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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXIV
NUMBER 4

APRIL 1914

Single Copies
Twenty-Five Cents

STORE OUTFITTING

A DESCRIPTION OF A MODERN HIGH CLASS "FASHION SHOP" IN A LARGE CITY—SPACE IS ECONOMIZED AND EVERY FACILITY IS ARRANGED TO MAKE SELLING EASY

G. F. Cooper

EDITOR'S NOTE: This is the fourth of a series of articles on the subject of store outfitting that will appear throughout the coming year. The writer of these articles is a practical designer of retail stores of all kinds. He has for years been working out problems of arrangement and equipment and his experience has been of such a varied character that he may be regarded as an authority on this subject. In the coming articles the author will describe in detail how stores in various lines have been laid out and equipped. These stores will be selected as models of store planning and outfitting.

THE ART OF STORE KEEPING has progressed so rapidly in this country—there have been such radical changes in methods and equipment that, should some Rip Van Winkle merchant come back after a sleep of twenty years, he would rub his eyes in astonishment at the changes that have come to pass in the development of the *modern* store. You will note that emphasis has been placed on the adjective "modern" as I would not care to father the thought that every store would prove a source of wonderment to one who had been asleep for even longer than twenty years. Observation leads me to believe that there are some stores in which our merchant Rip would find himself quite at home.

Naturally, any store must change somewhat in twenty years, yet there are some in which the change is surprisingly small. Occasionally an ultra conservative merchant will be found who clings to the methods he learned as a boy. "They were good methods then—why should they not be equally good now?" he asks. There is no use arguing with a merchant who talks like that. His is a hopeless case.

Modern merchandising is a progressive education that never is completed. There are new lessons to be learned, new problems to be worked out each day. And the chief problem—the one that is before the merchant all the time is—HOW TO SERVE THE PUBLIC BETTER.

It is a very different public today from that which the merchant knew twenty years ago—or even ten years ago. The old fashioned public was easy-going and not difficult to satisfy. It accepted any fairly reasonable store service as a matter of course. Delay, discomfort and sometimes discourtesy were looked upon as merely accessory to the somewhat arduous business of shopping. The old fashioned public was uneducated so far as store service was concerned. The public of today is different.

The shopper of 1914 demands good service with the same assurance that she demands reliable merchandise. If she can't get the service she thinks she is entitled to at one store, it is more than likely that she can at another, and this fact she fully understands. She knows that in the long run values are about the same in most stores, so the determining factor in winning her trade is SERVICE.

Store service is a big term. It includes thousands of big and little things that were not dreamed of by the merchant of a generation ago. The principal factor in good store service, however, lies in the manner in which she is treated and the general impression she is given during the time she is in the store. Shopping for her must be made comfortable—convenient—pleasant.

Good store service and good store equipment are practically synonymous. No store can give good service unless its stock is arranged conveniently for the customer's inspection and the saleswoman's handling. Essentially such arrangement depends upon proper fixtures. While this is true of all lines of merchandise, it applies with especial force to ready-to-wear lines.

In the past few years there has been a wonderful improvement in the general character of ready-to-

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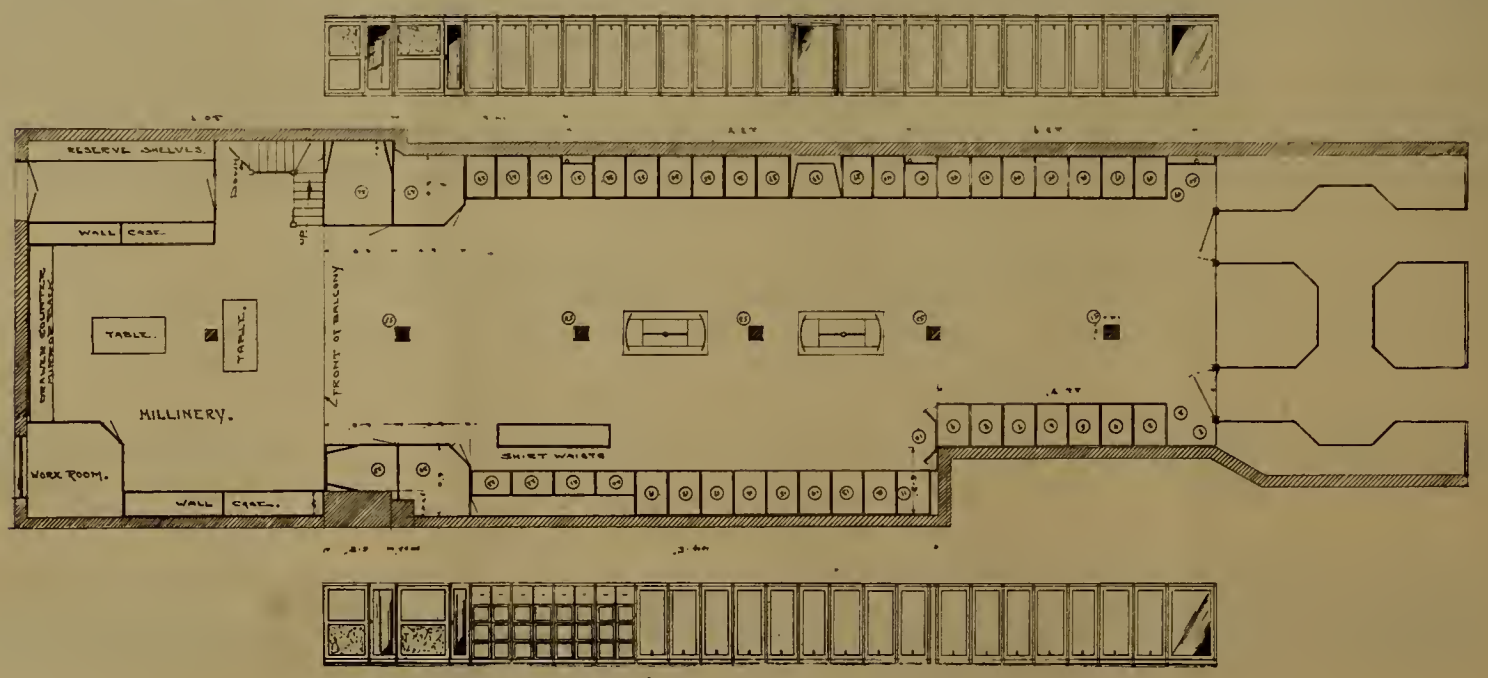


THE INTERIOR OF THE STORE OF J. D. BROSNAN CLOAK AND SUIT CO.

wear garments for both men and women. Such strides have been made in the quality and style of manufactured clothing of all kinds that the sales of this class of merchandise have increased to an enormous extent. This increase has brought with it an insistent demand for a better way of carrying ready-to-wear in stock and displaying it to customers.

The store described in this article is an example of the best type of modern equipment for carrying women's ready-to-wear as it should be carried. It is the store of the J. D. Brosnan Cloak and Suit Co. of Indianapolis, Ind. It is a store that may be termed a "Fashion Shop" and an establishment catering to this class of trade must carry its stock in a manner that is not only attractive to customers, but so that the merchandise can be handled quickly and with practically no effort whatever.

In looking over the floor plan of this store, one can see at a glance that there is absolutely no lost space and still the fixtures are so arranged that there is a good roomy appearance within the store, which adds so much to the looks of a cloak and suit store or department. Customers like room in a department like this and they want to feel that they can back away 10 or 12 feet and gaze at their intended purchase



THIS IS THE FLOOR PLAN OF THE BROSNAN STORE.



THESE WINDOWS ARE DESIGNED TO GIVE GREAT DISPLAY SPACE WITH A NARROW FRONT.

without bumping into some skirt rack or getting shoved around into some narrow aisle, as if they were buying some 10c article in a five and ten cent store.

The show windows are about 27 feet wide, across the front and about 22 feet deep from front to back. Look at the floor plan of these windows and you will note that they are built on the arcade effect and have a double entrance into the store. The vestibule has a tiled floor and the ceiling is paneled and arranged with a handsome dome lighting fixture. The floors of the show windows are inlaid with parquetry flooring and the windows have marble bases. All the plate glass work is fastened together with narrow metal mouldings and the extreme beauty of this front can be seen in the photo.

Beginning at the right hand on entering the store there is a wall mirror 4 feet long and this mirror is hung on heavy hinges because the switch-board that operates the lights is fixed into the wall behind this mirror and in order to operate the electric lights, it is necessary to swing open the wall mirror.

Then the row of garment cabinets starts and each one of these cabinets is 81 inches high, 32½ inches wide and 45½ inches deep from front to back. The cabinets are fitted with a door which side swings and then disappears into the side of the cabinet. The interior is fitted with a telescoping slide 42 inches in length which has a nickle plated finish. Each slide will hold from 30 to 35 dresses and the advantage of this device is that the whole contents of the cabinet can be drawn out in an instant so that the customer may examine the merchandise without removing them from the slide and a touch is all that is necessary to send the slide back into the cabinet. Thirty-five dresses can therefore be handled with the same or even less effort than with the old style horizontal bar, sliding door case. The disappearing door and slide work on ball-bearing rollers and the door is glazed with clear glass. There are 10 of these cabinets in this row.

Next is a mirror alcove about 4½ feet long glazed with French plate mirrors. The alcove has a paneled top and is fitted with an electric fixture. The mirrors are mitred together where they join and this gives a clear crystal effect all around.

Next are 10 more cabinets the same as those that have been described. Note two of the cabinets along this wall are left narrower from front to back to allow for pipes as shown on the floor plan.

Next are two fitting rooms each about six feet square, shaped as may be seen in the floor plan. The inside is paneled up and fitted with triplicate mirrors. The outside is paneled as shown on the elevation drawing and fitted with doors glazed with full height French plate mirrors which are of good service as well as brightening up the appearance in the rear of the store. These rooms are fitted with paneled roofs so that anyone standing on the balcony cannot look down into them. Directly across the room are two more fitting rooms the same as the ones described.

Next is the shirt-waist section which connects directnly onto these fitting rooms. A space of 14 feet is devoted to fine shirt-waists and this stock is carried in cabinets which do away with unsightly boxes and keep the merchandise on display without risk of getting soiled. It is made up of four cabinets, each 26 inches deep, 42 inches long and 81 inches high. In each cabinet there are six glass doors which lift up and recede like book case doors and the base has two large drawers in it. Behind each door there is a tray in which the waists are placed and these trays draw out of the cabinet on roller bearings to give free access to them. Note on the floor plan that these cabinets set out from the wall 19½ inches to line up with the work on either side of them. The space behind is accessible by means of a little door in the fitting room, and this space is used for storing away window fixtures, etc. A 10-foot show case is used in front of the shirt-waist cabinets for display purposes and to work over as well. Next to the shirt waist cabinets is a space of 9 feet filled with garment cabinets such as have previously been described and which can be seen on the floor plan and elevation.

Next there is an offset caused by a jog in the wall and the end of the cabinet and the jog is 5½ feet wide over all. This space is utilized by placing a specially constructed triplicate mirror here and the side wings of this mirror are hinged so that they can be laid flat when not in use. An elevation of it is shown on the plan, which illustrates how it looks when the mirrors are flat against the wall

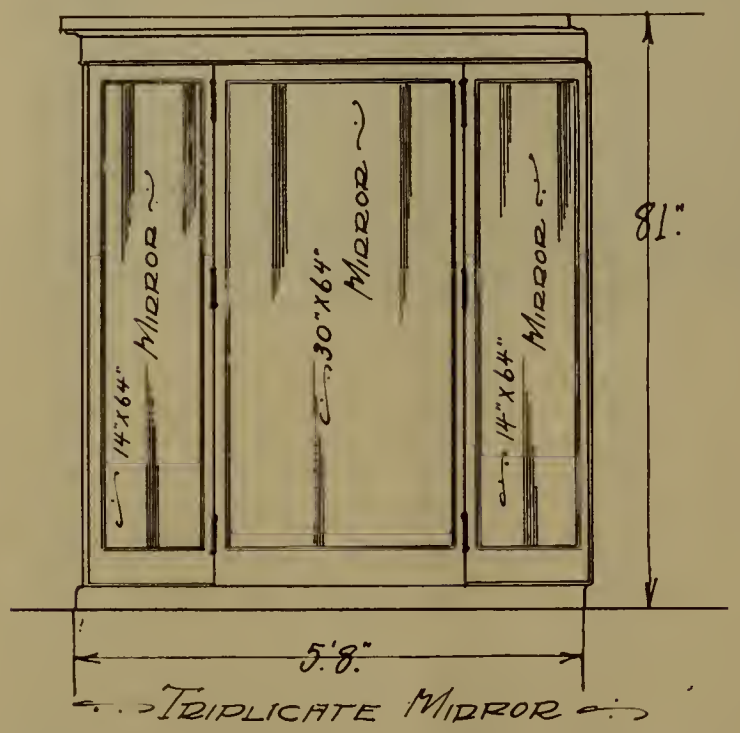
Then there are seven more garment cabinets as previously described and joining the end of these is a wall mirror which forms a recess 4 feet long to balance up with the one on the other side of the store.

Down the center of the store are six iron columns sixteen inches square and these are enclosed with French plate mirrors up to a height corresponding

with the wall work. These mirrors have no wood corners and the exposed edges of the glass are ground and polished.

About in the center of the store, located between the posts are two modern clothing cabinets. These cabinets are 7 feet long, 76 inches high and 52 inches wide across the top. They have a one piece overlaid plate glass top and the ends, fronts and backs are glazed with clear glass so that the goods within are always on display from any point of view. These cases are equipped with special racks which are built in such a way that the garments are easily accessible. The doors disappear into the case and the racks will hold about 100 garments without crowding. These racks work on ball bearing rollers and are so easy to operate that it requires but a touch to set them in motion.

Directly back of the fitting rooms the front line of the balcony starts and the stairway leading to it is shown on the floor plan. The balcony was divided



in half by a partition and one-half of it was used for an alteration room and the other half for the general office. The space under the balcony is devoted to millinery. Across the rear wall is a counter 34 inches high and 24 inches wide fitted with large drawers in the base and on top of it is a large mirror set at the back edge of the counter top. This mirror reflects the hats placed in front of it and faces directly out into the entire cloak and suit department so that it is placed to show up to the very best advantage. This fixture is about 15 feet long and located on the left end of it is the millinery work room.

Between the millinery work room and the cloak and suit fitting room is a space about 16 feet long which is filled in with a milliner's wall case. The case has sliding glass doors in the upper part and large drawers in the base. Over near the stairway which leads to the balcony there is a stock room for reserve millinery stock. It is formed by partitioning it off from the rest of the store with a wall case having sliding glass doors and drawers in it and also a piece of partition work with a door in it. There is a double door leading from the stock room out into the alley in the rear of the store so that this stock rom is located at the point where the goods are received. Two milliner's tables are conveniently placed on the floor and the general arrangement of this department can be seen on the floor plan.

The store is 31 feet, 6 inches wide at the widest point and 24 feet, 6 inches wide at the narrowest point. From the inside of the show window back to the rear wall is about 98 feet, and 25 feet of this was used for the millinery department, the remainder of the room being used for cloaks, suits, etc. The front line of the balcony is 25 feet from the rear wall.

All the wall fixtures are 81 inches high and capped with a handsome colonial cornice moulding. The wood work is birch finished in a dark mahogany shade and rubbed to a dull satin surface. There is no window backing used in this store, so that everything in the show window and store also, is visible from the street.

The entire floor is carpeted with a handsome green shade of velvet carpet and the ceiling is steel work. The photograph of the interior will give a good idea of the general appearance of this store and the plans together with the descriptive matter will show you one of the most modern ladies' ready-to-wear shops in the country.

Introducing the Sales Force

THE INFLUENCE of a good sales force in drawing trade to any store is a bigger factor in the success of the business than some merchants seem to realize. Good service counts for as much as good merchandise with nine customers out of ten and many persons may be influenced through the personality of a clever and obliging salesman or saleswoman. Nevertheless, it is seldom that one sees the personality of the sales force played up in a newspaper advertisement. If a store has a good sales force it would seem an excellent idea to advertise that fact occasionally. Along this line, the store of Robertson Bros. Co., of South Bend, Ind., recently published the following advertisement in a liberal space:

STORE SERVICE

"We believe the public is just as much interested in knowing the heads of each department in a large merchandising establishment like this as in knowing the proprietors of smaller stores. Supposing you desire a certain article and have no time to come to the store, by getting in touch with the head of the department where that particular article is sold, don't you think you will be taken care of—SURE. Below we are publishing a list showing each department and the manager thereof. Cut out this list and paste it in your telephone book for future reference. This is but one of the features of our store service."

Then followed a list of the departments and the managers. This was printed in a size to conform to the pages of the local telephone directory. This appears to be a good suggestion for other stores. Why not get up a similar list, printed on gummed paper so that it could conveniently be pasted inside or outside the cover of the telephone book.

OUTSIDE SHOW CASES

AN INVESTMENT THAT WILL PAY FOR ITSELF MANY TIMES OVER—ADDS TO THE DISPLAY SPACE AND BRINGS PEOPLE INTO THE STORE TO BUY THE DISPLAYED GOODS

DISPLAY IS THE SALESMAN. It is *showing* the goods that sells them. Years ago, when merchandising was conducted on a lower plane—when buying at a store was a matter of bargaining and a matching of wits and lung endurance between the customers and salesman, display was not so important. Prices were marked in cabalistic symbols, or, if in plain figures, subject to decline; values were not to be taken for granted, and "seeing" was by no means "believing" for the astute shopper. Under these conditions it was but natural that the merchant regarded display as of minor importance.

But times have changed and with them the methods of merchandising have been altered to conform with the ideas of a more advanced age. Prices are now marked in plain figures—and these figures are final. Qualities are just about what they purport to be, and any good store may be depended upon so far as values are concerned. Practically every store guarantees the customer satisfaction or his money back. Under these favorable circumstances goods have only to be shown properly and they will sell themselves.

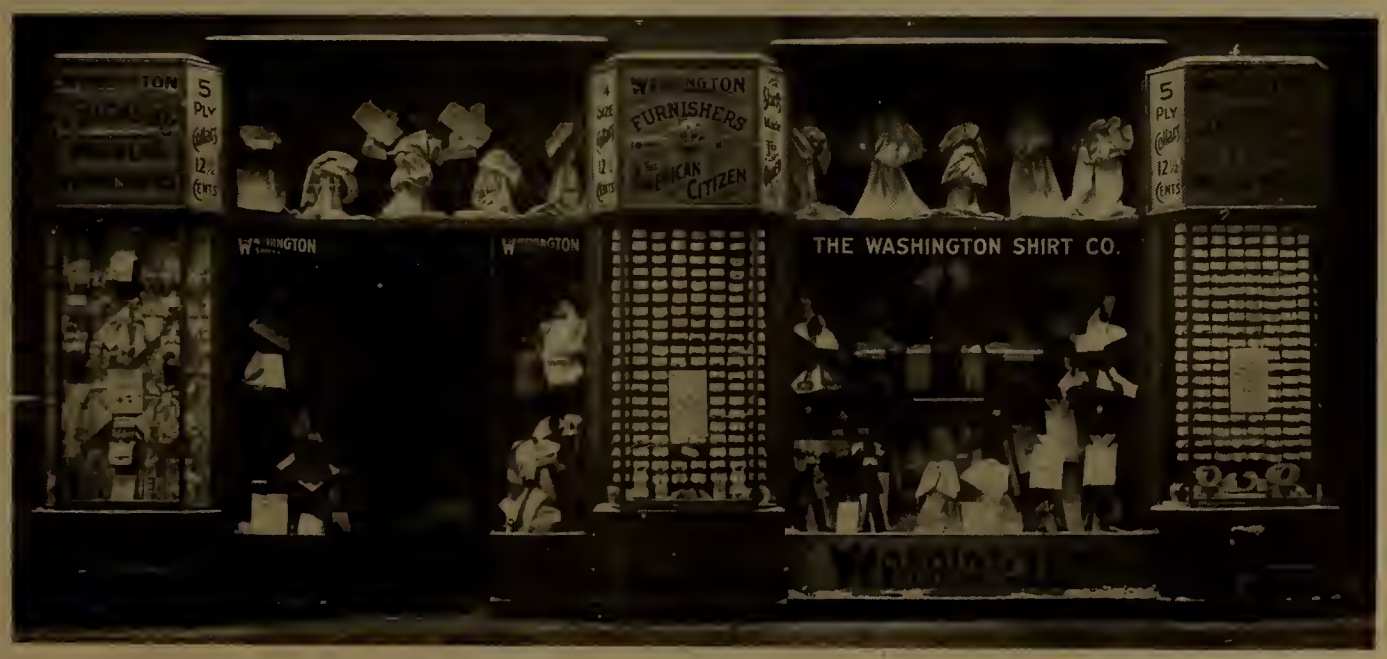
And so it is that in the modern store display has become the chief salesman. Goods are got out into plain sight wherever that is possible. Merchandise is shown in glass cases and cabinets, in drawers with glass fronts and as many of these cases and cabinets are used to get the goods out where visitors to the store cannot help seeing them. In the newest stores illuminated display cases are built in wherever space permits, and special cases are used on stairways, by the elevators—wherever they will go. There certainly is no doubt that the modern merchant is an enthusiastic believer in display.

But of all the display space, that which can be seen from the sidewalk outside the store is of the greatest value. Interior displays may be effective—but the people who see them are already in the store ready to buy. What the merchant wants is to get *more* people inside to buy—he is not worrying about those who have entered the store, but about the crowds that are passing the doors with possibly no thought of entering. To bring these inside, he must depend upon his show windows.

The trouble with most stores is that they haven't nearly enough show window space. This is as true of big stores as it is of little ones, for the bigger the store, the more window display space it requires. To overcome the shortage of window space various expedients have been tried. If the store happens to be on a corner, a window may sometimes be cut in the side wall—this is occasionally possible but not often. The long, narrow store in the middle of the block may be able to get more space for display by moving the back of the windows to the rear and making a vestibule, but this is not always practicable.

The most practical way to add more window space is through the use of outside show cases. Outside cases are in reality auxiliary show windows and serve the same purpose in the same way. For the display of merchandise of suitable size, the outside case is as efficient as any show window that ever was built. For some classes of merchandise, the outdoor case is even better than the best window. This is saying a good deal, but the statement will be borne out by merchants who have tested the two and know what they are talking about.

The big advantage of the outside case is that it practically steps out to meet the pedestrian on the sidewalk. Possibly it may not extend out far, but it reaches out far enough to compel attention. Look these pictures over and see if this is not true. These



THE WASHINGTON SHIRT CO. OUTSIDE CASES NEARLY DOUBLE DISPLAY SPACE.



OUTSIDE CASES MORE THAN DOUBLE DISPLAY SPACE FOR THIS STORE.

photographs have not been retouched or "doctored" in any way, yet in each one it will be seen that the outside case stands out more prominently than does the show window next to it. A man may stroll carelessly down a street without noticing the show windows, but it is pretty nearly impossible to pass an outside case that extends a few inches out on the sidewalk without noticing it.

Of course the outside case is not suitable for the display of all kinds of merchandise, unless it is a special vestibule case, such as are sometimes built as large as an ordinary show window. But the large thing can be shown in the regular windows and the smaller ones in the cases. The smaller outside cases are intended especially for the display of specialties and all sorts of small mrchandise.

Every good-sized general store carries lines that pay excellent profits, but which never are shown in the windows for the reason that there is not sufficient window space to give these lines a whole window, and they do not fit in well with other merchandise. With several outside cases, these neglected lines could be displayed and pushed to such an extent that the extra sales would pay for the cases.

In most instances outside cases are made to order to fit the spaces they are to occupy. They are not expensive considering the fact that they are built to last indefinitely and the materials that are put into



THE FRIES & SCHUELE CO. NOTE HOW THE CASES STAND OUT.



THESE CASES FURNISH VALUABLE DISPLAY SPACE FOR SMALL GOODS.

them are the best that can be had. But the cost of a good outside case is not the first consideration. The first thing for the merchant to decide is whether or not an outdoor case would pay—if it will pay, it should be regarded not as an expense but an investment.

We are inclined to the belief that if a merchant has a promising location for a case outside his store, it will pay him to put it there. This evidently is the opinion of the most successful merchants all over the country, for there are thousands of outside cases in use and their popularity is growing rapidly. They are built in all sizes and many shapes to meet individual conditions. Some of them are only a few inches wide, while others are as large as an ordinary show window. All that the manufactuer requires is an accurate measurement of the space to be filled and he will do the rest. Now let us take a look at the pictures which show a considerable variety, but do not include the vestibule case, which is probably the most commonly used kind.

In the picture of the Washington Shirt Co. front, outside cases have practically doubled the glass frontage, although, of course, they haven't the depth of the regular windows. This store is in a big city skyscraper, the construction of which necessitated the wide columns. This cut down the possible window space to much less than was required by this store, which makes a big feature of its windows. So the cases were built onto the columns in the manner shown in the picture. The cases are shallow, but they serve their purpose very well for all that When the picture was taken two of them were filled with collars, and it will be seen that a great many styles of collars can be shown clearly in each case. The other case was filled with neckwear. Considering the high rent paid for this store and the many people passing it daily, does it not seem that these cases should quickly pay for themselves?

Now let us look at the front of the Royal Blue Shoe store. Outside cases in this instance have made it possible to display more than twice as many shoes as could have been done without them. This store is on one of the busiest corners off State street in Chicago. Many thousands of people pass daily and the windows are of vital importance. These cases have steel bases and are brilliantly lighted. Every pair of shoes is marked with a number and the price. The man on the sidewalk can look over practically the entire line carried by this store. He can compare the different styles at his leisure—if he finds something that suits him the sale is practically made and all he has to do is to step inside, tell the clerk the number on the price ticket. This surely is easier than having a salesman bring out style after style for the customer to choose from.

The picture at the Fries & Schuele Co. illustrates how a department store uses outside cases to show specialties of various kinds. In the large case on the corner are displayed special values from several departments and they stand out far more prominently than they would if they were made part of a display in one of the big windows. This picture illustrates the manner in which the outside case reaches out to claim the attention of the passer-by. These cases are of steel with marble bases. The glass shelves are adjustable by means of key-hole brackets. Being electric lighted, they are as efficient at night as in the



THIS OUTSIDE CASE IS AS LARGE AS AN ORDINARY SHOW WINDOW.

daytime. The two cases at the entrance extend from the sidewalk back some distance into the vestibule, completely covering the large columns.

The cases in front of the J. G. Lauer store are of a different type. These practically add three small windows to the two large ones on this street. The number of small articles that can be displayed to advantage in a case of this type is surprisingly large. They can be shown closer together than in a window, for the reason that in the case the articles are only a few inches from the eye of the observer, whereas in the window they are generally several feet distant and cannot be seen so clearly. The advantages afforded by close inspection make the outside case with glass shelves ideal for showing jewelry and similar lines which must be examined at close range.

And now we come to an entirely different sort of outside case, that of The Glick Clothing Co. It is a case that in size and other respects is practically a show window. It is amply deep for the purpose of showing haberdashery and, considered from any point of view, it will compare favorably with the average built-in show window. There is plenty of room for the window dresser to enter this case and trim it without other inconvenience than being compelled to begin trimming at the "far" end and work back to the entrance. There are many stores having dead walls on side streets that could be utilized in this manner. What merchant who believes in the value of the show window will say that a case of this kind would not pay for itself in a short time? Once installed, a case of this sort costs nothing, but will continue to sell goods for years. In a fairly good location, it should sell as much as the best salesman inside the store.

There are hundreds of other kinds of outdoor cases. In fact, there are very few that are alike in every way, and it would therefore be out of the question to show them all. The ones we have described, however, are types in common use. The vestibule case has not been touched upon, but it may be said that it is indispensible to certain types of store front. The vestibule case will be treated at length in a future article.

Living Models in Windows

LIVING MODELS have been used in show windows occasionally for several years but it is somewhat of an innovation to employ both men and women models in the same windows. This was done by Solomon's, in Pittsburgh, last month. As many as five or six models were shown in a window at the same time and attracted a great amount of attention. The models appeared in the windows every day frim 10 a. m. until noon and from 2 to 4 p. m. The windows are large and the models moved about demonstrating the latest fashions for men and women. In the meantime, other models gave practically continuous demonstrations in the millinery and other departments. In the corset department private demonstrations were given for women. It proved to be quite a fashion show.

HARRY H. HEIM who for some time was in charge of the windows of Lipman, Wolf & Co., of Portland, Ore., has given up that position and is now handling the displays of the Marston Co., of San Diego, Cal. Mr. Heim is an unusually clever window dresser, his handling of merchandise and color effects being of a very high order.

A MODERN FRONT

HOW AN INDIANA FIRM TORE OUT A COMPARATIVELY NEW FRONT TO INSTALL A STILL MORE MODERN ONE THAT WILL SHOW ALL LINES OF MERCHANDISE PERFECTLY

WE consider that we took out one of the best store fronts in Logansport. Being desirour of keeping up with the times in order to increase our window displays so as to *give each department in the house a representation in the show windows,* we made this change.

To show every line, every day is what prompted Wiler & Wise of Logansport, Indiana, to tear out a front that was built in 1903 and to put in a thoroughly modern and made-to-fit store front.

Would you tear out a front that was built eleven years ago, one that was built as good as possible at that time—simply to be able to show what you have for sale?

At first you might question the advisability of such an investment but upon a close analysis of the real necessity of displaying your merchandise and



FIG. 1. THE OLD FRONT.

a careful consideration of the experiences of other merchants in making such changes, you will see that it is merely a business proposition.

Back in 1867, Jacob Wiler founded this business and he was later succeeded by Joseph Wiler and Solomon Wise. It began as strictly a dry goods store and later incorporated such lines as millinery, however, not entering into the clothing, shoe or house furnishing business as is oftentimes done in such stores.

Three changes in location have been made since 1867, each one prompted by the necessity of greater space. At last in 1903 a strictly modern store building was erected facing the street with a front that at that time represented the last word in that part of store building construction.

This apparently served the purpose very well until it was discovered that with the 1903 style of front, see Figure 1, they were limiting their general sales to the lines displayed in the show windows. With that style of front only from two to four separate lines could be properly displayed at a time, the result being a lack of business in practically every other department not represented in the show windows.

The old front extended back into the store about eight or nine feet, that seeming deep enough for all practical purposes when this 1903 front was built.

But when plans were being formulated for the construction of the 1914 store front, it was at once apparent that nine feet in depth would not begin to be adequate to carry out their ideas—to show every line, every day in its proper season.

In Figures 2 and 3 you will see that twenty-six feet of floor space was devoted to store front purposes. Does it pay to build a front so deep? Does it pay to even have show windows?

If your store needs show windows, it needs the very best; it needs show windows that are built to suit your conditions—show windows that will tell *your* story truthfully, constantly and entirely, 365 days and nights every year.

You may travel from one coast of this country to the other and you will find thousands of store fronts of almost exactly the same design as the old Wiler & Wise front. Do they represent the merchants behind them—are they characteristic, efficient and *sales-producers?* No—absolutely no.

Store fronts are too often thought of as simply partitions to keep out the snow and rain, as mere parts of the buildings rather than *salesmen,* as parts of the businesses with which they are associated.

Is your store front one of your star salesmen? Is your front making money for you? Just go out on the sidewalk and "size up" your place of business. Look at it, then think of what Wiler & Wise built in 1903 and tore out in 1914 to put in a front costing in the neighborhood of $6,000 simply that they might be able to show every line every day.

If your present front is "one of the best" in your city would you feel like tearing it out and replacing it by a modern, made-to-fit store front—simply to be able to show what you have to sell?

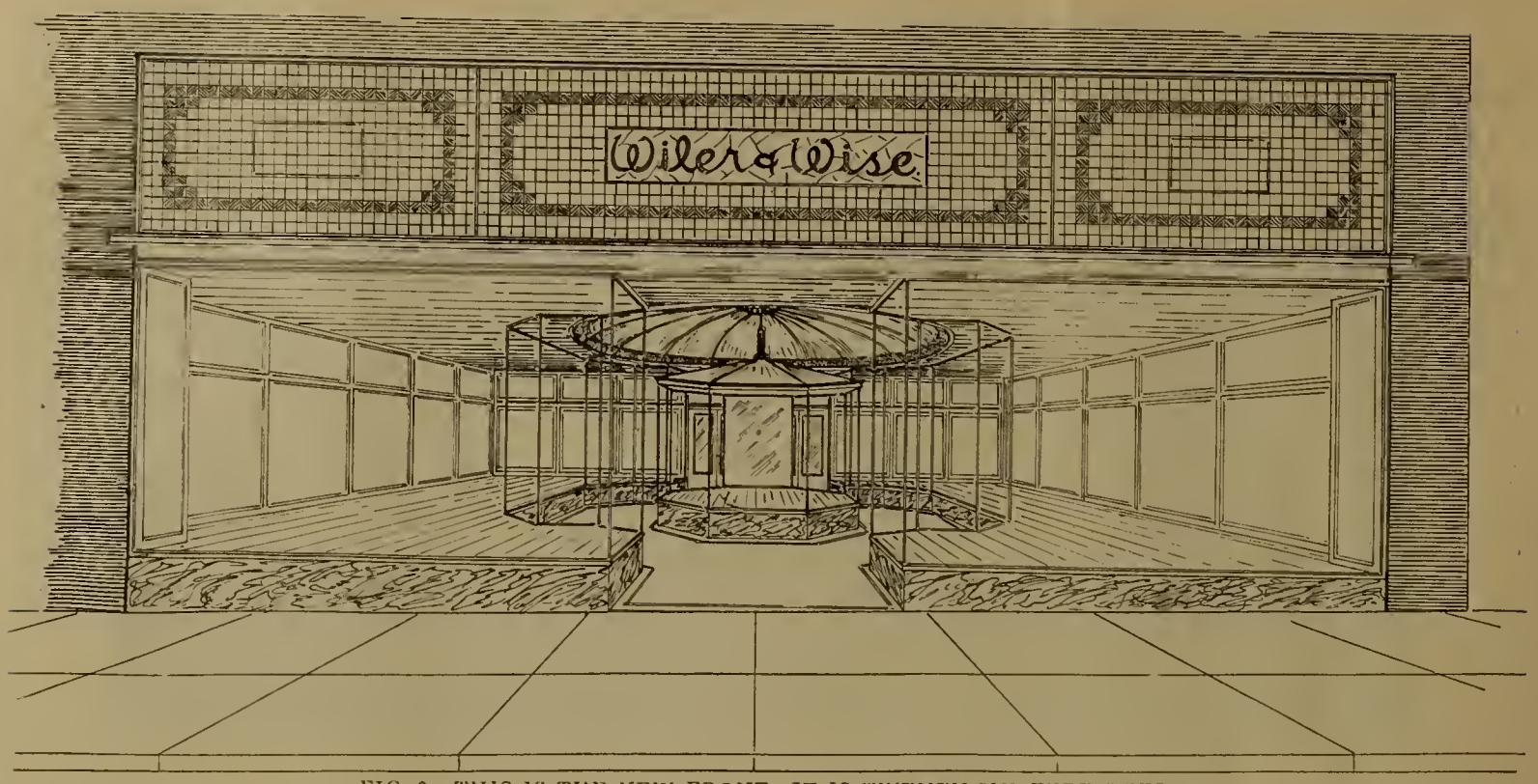


FIG. 2. THIS IS THE NEW FRONT—IT IS TWENTY-SIX FEET DEEP.

Would it pay you to tear out your old front and tell the people your *own* story by means of a new front?

Let's analyze the new Wiler & Wise front. First, consider the general make-up of this front, not overlooking the proportion between the prism glass and the plate glass. One could not possibly pass this store and not feel aware that "Here is an up-to-date store." One could not pass this store and not know beyond any question that this store carries dry goods. The very air is in harmony with the conditions and this store faces the street in such a dignified and attractive manner that lack of consideration or interest is almost impossible to the passer-by. While the larger articles are not displayed in the two front compartments of the windows, articles are placed there that are of particular interest to the passers-by. The passers-by

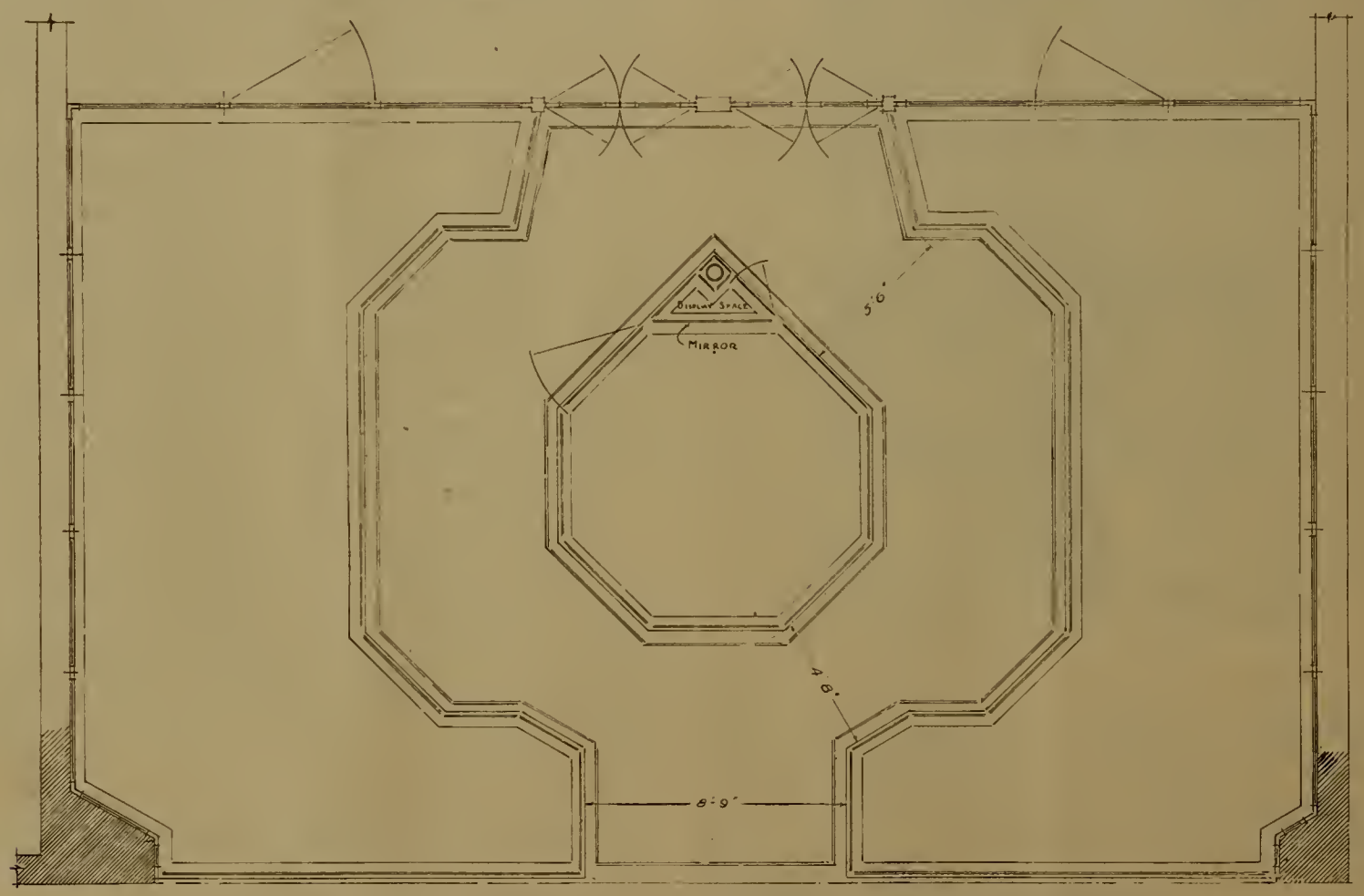


FIG. 3. THIS IS THE GROUND PLAN OF THE SHOW WINDOWS AND ENTRANCE.

are interested, then it become almost second nature to enter the vestibule—it's so inviting. In the main part of the two side windows the larger articles are displayed, also are they placed in the center case. Notice that there is a small display space of triangular shape in the rear of the island show case. This shape was adopted on account of a structural condition in this building. You will notice that a column forms the apex of the triangular display case and that is boxed in with mirrors. Also the side of this small triangular case that faces the street is fixed with a mirror, thus totally segregating the small case from the large island show case. In this small case detail articles are displayed, also articles of especial appeal to people as they come out of the store. Oftentimes small, inexpensive articles placed in this case will result in *extra* sales—they will get that last quarter or the change that was returned from the purchase that was made in the store.

Another compartment for the display of detail articles is in the compartment at either side of the doorway.

There is an entrance way of eight feet and nine inches in front and a distance of four feet and eight inches between the island show case and the main show windows in front, and five feet and six inches in the return. These dimensions are shown on Figure 3.

Wiler & Wise put in this modern store front so they would be able to show every line, every day, and you will readily agree that this is a type of store front that will enable them to do that and, further, they will be enabled to show every line, every day, in a very attractive and dignified manner.

Figure 2 shows a portion of the art glass dome which forms a ceiling in the vestibule. This dome is illuminated and presents an appearance that would do credit to any store in the world, no matter where located. In every element this store front has been built around the Wiler & Wise business—it represents them—it is individual and there isn't any question but what this will prove to be one of the most profitable investments this concern has ever made.

Practically the only elaborate element in this front is the art glass dome and that also is of a design that is more or less simple and dignified. There is a great possibility of installing art glass of complicated and confused designs, however, that was all considered in the formulating of the plans of the Wiler & Wise store front.

This same type of store front would be very practical for stores carrying ladies' ready-to-wear or even clothing stores, as it incorporates features that are necessary in building store fronts for those businesses. It would be practically useless on the other hand for a jewelry store because there is too much space in the windows and the articles are too small in size to attractively display under such conditions.

Here is a modern 1914 store front and one that would be a source of pride to any merchant. Not only would it be a source of pride to conduct a business behind such a store front but it would be a source of profit because it is such fronts that attract people to and into the stores—it is such fronts that produce sales.



Our Window Curtains Will Be Drawn for Eight Days

Owing to the elaborate preparations now in progress for our SPRING EXPOSITION (March 30th to April 4th) it will be necessary to draw the curtains on most of our display windows until Monday morning, March 30th. Our staff of window artists is now busy setting in place a display of superlative beauty and interest. Wherever Chicago is known these windows are mentioned as one of the notable points of interest in the city, just as tourists speak of the sights of Paris, London, Rome, or Yokohama. An effort is being made to enhance the world-wide reputation these windows now enjoy. The result will, we believe, fully repay the public for the temporary deprivation of the customary pleasure of viewing our windows.

With a similar determination to surpass previous efforts extensive preparations are being made for interior displays, educational exhibits, and pleasing arrangements of rare and beautiful merchandise.

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Since the announcement of our SPRING EXPOSITION, illustrating "the educational influence of a great store," many of our patrons and employees have made suggestions towards furthering the completeness and interest of this occasion, and we desire at this time to express our appreciation of such interest, and to welcome further suggestions, either by letter or in conversation with any member of this organization having an active hand in the arrangements.

MARSHALL FIELD & COMPANY

HERE IS AN UNUSUAL ADVERTISEMENT THAT WAS PRINTED TO STIMULATE INTEREST IN THE SPRING WINDOW DISPLAYS. THIS AD APPEARED IN ALL THE LEADING NEWSPAPERS.

The Principles of Men's Wear Display

By Harry C. Davis

This is nineteenth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

Displaying Clothing

Of all the different kinds of garments the window trimmer in a men's wear store has to display there are none that require more careful if not skillful handling than the ones that big little word *clothing* includes. Yes, skill, care, thought and patience are all required to bring out and render attractive the many "tricks" or features which clothing manufacturers put into their garments.

I shall leave to you to settle in your own way and mind, whether it is because many clothing trimmers do not care or because they have not the ability to make the most of the possibilities that lie within their reach. But on the matter of how clothing is handled and displayed in the windows of nine in every ten stores I am going to venture this very conservative (?) statement: The appearance, character, quality of the different garments that are known as *clothing* suffer more—the world over—from unwise handling than any other class or kind of garments. Perhaps I haven't made myself clear; or, again, perhaps this statement is a bit *too* conservative, too mild; maybe it does not quite fully cover conditions. So, in order to do the thing justice maybe we had better say that enough good clothing is made to look like so much cheap trash to make designers, manufacturers and others, with whom smart clothing is a hobby, throw up their hands in despair, if not tear their hair. Ouch! Now all this may seem to you more bold than conservative, nevertheless it is all true and you will find it to hold good, not in any one city or section of country, but wherever any number of stocks and displays of men's clothing are found.

It is hard to find a reason why such an unwise method or manner of displaying clothing, as is almost universally employed, is allowed to exist; but I am inclined to think the reason for it is to be found in the lack of care, thought and patience displayed by a good many trimmers. It *must* be there, for it is impossible for anyone who has associated with any number of clothing men—to believe that a merchant or buyer will spend days and weeks selecting weaves, patterns, models, etc., and then be satisfied with having the made-up garments so *displayed* that none of the care, thought, judgment, taste exercised in making the selections will count for anything. No, they *do not* like this sort of thing, yet a lot of them seem to have to put up with it. They know how they would like to have clothing displayed, but they are unable to drape or arrange it as their mind's eye sees it—so they cannot *show* the trimmer, even if he be one who is willing to be shown, to learn, and there you are.

Now I have never been a globe trotter; my time has always been too much occupied with work to allow me to devote much of it to travel—and, besides, the "bumpers" never looked to me like a very



A GOOD DISPLAY BY ARTHUR W. MERRY.



ANOTHER GOOD SHOWING BY MR. MERRY.



THIS DISPLAY BY WM. A. DOBSON MAKES A VERY FAIR SHOWING.

comfortable place to ride. But occasionally I manage to steal away and into a strange city (while the "cops" are napping) and there find clothing displayed in much the same slip-shod, careless, senseless way that I have seen it displayed in most windows everywhere else that I have been. So, long ago, I came to the conclusion that to nine-tenths of the clothing trimmers in this country clothing is clothing, a coat is a coat, trousers are trousers (or, maybe, pants) and nothing else. And that this may be said of most clothing trimmers the world over seemed to be proven by evidence I found when looking for photographs of clothing displays to use with this article. In the collection of hundreds of photographs of clothing displays in the possession of this journal very, very few were found that could be called good. Pictures from all parts of the world were in the lot and most of them showed taste and cleverness in the *arrangement of the displays,* but carelessness and lack of either judgment or ability in the *handling of the garments.*

When it came to picking out a style or model or finding smart little tricks in a garment, the pictures showed plainly enough that but few of the men who arranged the displays had given such things any consideration. Now it seems to me that if it is "good business" to show only *patterns* we might as well fill our windows with *swatches* instead of garments. But would that *be* good business? No, certainly not! Thousands of men think as much about the model of a coat and the cut of the vest and trousers as they do about the pattern or the fabric. Most clothing buyers for retail stores know this; designers of clothing and manufacturers, also, know it; and they work their wits to the very limit from reason to reason getting up new models, new features and ideas with which to attract and please men who consider other things than *patterns* when selecting clothes to wear. These are some of the things every clothing trimmer ought to think of and be guided by in making displays. He ought to acquaint himself with the different models as they are put in stock from time to time; with the various special features in every garment, and then *show* them when the time comes to display the garments.

To bring out the lines of a certain model and show the many little things which make up the character of a garment often requires no small amount of thought, patience and *work* (saying nothing about the cuss words which sometime seem to help). But it *pays* to think; to have patience and to work. Ask any man who has given these things a fair trial—and displayed clothing as most clothing designers, makers, buyers, sellers and wearers like to see it! If you *bring out* the lines that make the *style* of a garment and *leave out* the lines that seem to want to get in, *but do not belong in,* you will tempt many a man to buy it.

In every hundred men that passes a display there



A DISPLAY BY CARL W. AHLROTH IN WHICH THE CLOTHING IS WELL HANDLED.

is bound to be a few who will look with favor upon *this* model, while others will prefer *that* one and still others, another. So I believe that the only *right* way to display clothing is to display each and every model not merely as a coat or suit, but as *this or that style or model.* I believe every line, feature, characteristic on which designers and makers have spent countless hours and dollars should be *shown,* yes, *emphasized,* if possible. If these things are taken care of little attention need be paid to the fabric-pattern side of the proposition. It is up to the buyer of the house to look out for that.

I know there are some men who believe in forming coats, trousers and vests into things that resemble anything but garments made for men to wear, to "dress up" in; but taken all together they make up an insignificant minority of clothing makers, buyers or wearers.

I once heard of a man who said that to show clothing in a careless manner—fill it with lines that no man would want to see in *his* clothing when wearing it—gave it a "tailored look." Joke! Who ever heard of a tailor who would have a well tailored garment delivered to a purchaser until after every not-wanted line in the garment had been pressed out of it? Who ever saw a man whose habit was to dress with taste



A DISPLAY BY WM. F. OXENREITER THAT PRESENTS A VERY FAIR APPEARANCE.



THE CLOTHING HERE IS CARELESSLY HANDLED.

and care appear on the street, or in public anywhere, in badly mussed or wrinkled garments? There is but one answer for these questions. You know what it is. I cannot see anything in this man's tailored-look argument. When I heard of him and his statement, his argument in favor of wrinkling, puffing, mussing up clothing in displays, I could think of but one short word. No doubt it was a vulgar thought and an unkind way to treat the poor little word; but it seemed to fit, and I used it. What was the word? Well, you know what that little, round, hard-shelled thing is that the squirrels like so well.

The old saying that runs "goods well shown are half sold" is certainly a true one; and experience has convinced me that clothing is well shown only when it is made to look as if it will *fit, set right* and give a man a dressed-up appearance. I could tell you the name of a firm that undoubtedly owes to the manner in which it displays its clothing, more than to the quality of the clothing it sells, the building-up of a great business. This firm has stores in several cities and in all of them most of the "show" coats and vests are displayed on bust forms that surely are a credit to the man who modeled them. The garments are not only displayed on the forms, but are *made specially for them* and they certainly make the desired impression.

Of course this sort of thing is nothing more or less than carrying a good thing to an extreme. It comes near to being a "bunco game." For the lines in the stock garments differ from those in the "show" garments; and many people who are attracted by the style, fit and "hang" of the garments on display in the windows are sorely disappointed when they go inside and see the garments *offered for sale*. But whatever may be said about the unwisdom of going to such an extreme, or however strongly the turning of a good thing into dishonest means for getting business should be condemned, time and results have proven that it pays to display clothing so it will look somewhere near like a man likes to think it will fit, set and look on his own figure. There is probably no better way to show a coat, bring out all the lines of a model than to put it on a good form. In saying *good* form I mean one that is somewhere near the shape of the human figure. Both good ones and bad are to be found on the market, but there is no reason why anyone should buy any but the good. They cost no more than the others and the makers are always glad to send samples to be tried out.



THIS ARRANGEMENT COULD BE IMPROVED GREATLY.



THE CLOTHING IS POORLY ARRANGED.

There is no form made, nor will there ever be one that you can put a coat on and have it look right without a little "doctoring," a little padding here and there. But with as good a form as can be had and just a little patience and judgment a coat of any model can be made to look like such a garment as any man



THIS WINDOW IS SOMEWHAT CROWDED, BUT THE ARRANGEMENT IS ORDERLY.

would wish to own. A coat should not be padded or rounded out so it will appear *bloated,* nor should the sleeves be rounded out with a roll of stiff paper so they have the appearance of stove pipes hung on the sides of the form. These things are often done, but not by men who familiarize themselves with the lines which makers put in garments, and who are able to recognize wrong lines when those things appear.

Whether garments are to be displayed on forms, hung or draped on stands or shown in any other manner they should be pressed the same as when they are to be worn. They should go into the windows with all wrinkles and such lines as do not belong in them carefully pressed out, and the trimmer should see to it that they are kept out. There are many ways to deal with the bad or wrong lines, which seem ever to want to form during the operation of bringing out the right ones in a garment. Padding with soft paper or wadding will make some of them disappear, while a little pat or a pull will suffice to frighten others away. Many of the bad lines so often seen in coats hung or draped on stands could be got rid of by placing the stands a little further forward than is usually done.

Placing a stand centrally, or nearly so and letting a coat *sag* seems to be a common error. Placing the stand well forward will give a coat a little "dip" and pull out many dents and wrinkles that do not belong in. Then a little padding here and a little patting there will drive away the not-wanteds and help to bring out the lines that mark the character of the model. Each and every model requires a little different treatment; and the lines in no model will bring *themselves* out, no matter how well the garment may be made or pressed.

So in order to treat clothing; his firm and himself right every clothing trimmer should familiarize himself with the different models carried in stock; acquire some knowledge of the principles of draping and last but not least devote some time to the study of human anatomy.

I do not think it is necessary to comment on the pictures selected for this article. If you study them you will be able to see how some men make clothing look tempting, like *fine* clothing; while the efforts of others fall far short of what should be done. Many use good taste in *arranging* things, in spacing, etc., but when it comes to *handling a garment too* many do not do as well as they might. Look at the pictures and think it over.



THIS CLOTHING DOES NOT SHOW TO ADVANTAGE.

Library Contest to Boom Home Trade

TO BOOST HOME TRADE, a number of merchants in Circleville, O., have arranged a popular voting contest in which a good library is to be given to the church, Sunday school, lodge, society, school or district school in or around Circleville. A vote is given with every cash purchase of ten cents from any of the stores connected with the scheme. A big ballot box is conveniently located in a drug store and the votes are collected and counted every week. A few simple rules govern the contest.

Department Store Card Writing

By G. Wallace Hess

This is the tenth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

Air Brush Stencils

IN THE FOUR CARDS shown this month are four simple air brush stencils, numbers 1, 2 and 3 of which can easily be used for spatter work.

No. 1 is a "square" stencil, easily designed if one uses a T-square, and it's impossible to design any kind of a stencil and get it squared up perfectly without a T-square, and possibly a triangle. As I have said before, you do not have to get a high-priced one and lest you have forgotten, always bear in mind you are never supposed to use a T-square as a cutting edge for a knife.

The fourth card, while a simple scroll, requires a little study and intelligent practice. On the "rolls" at the corners of the scroll, a French curve is generally used, but the rolled part can and often is, by many cardwriters, cut in with white with a brush.

On these stencils you will notice that on the *under and left side* there is a darker tone used to represent a cast shadow. In the hands of the skilled operator, doing much work, the air brush is not held pointing at a direct right angle with the paper's surface as a rifle is sighted, but it is held in a slanting position pointing to the left. On this account you will readily see why the dark tones are placed under and to the left. With a brush held on the slant if you attempted to place the deep tones on the right you would discover the spray would in nearly all cases blow in under the stencil.





Card No. 2 shows a simple, easily cut stencil and the same can be said of No. 3. What you should guard against is in getting a stencil all "chewed up" with too many curves. The lettering on cards Nos. 1 and 2 was done in a few seconds over three minutes and is not given as a sample of good lettering, but you will find it may look about the same as the average quickly knocked-out card.

In the half-sheet cards Nos. 3 and 4 are examples of knock-out single stroke or plug letters and semi-outlined Roman. Everyone is entitled to his opinion in the merits or demerits of cardwriting, but now and then something comes into use that effects or changes the complexion of a trade entirely. Fifteen years ago all department stores started in apprentices in the sign room. These youngsters were given cards to fill in after they had been outlined in roman or italic or both and as a result if the boy was any good he caught on to the swing of the brush very quickly and he was then given signs to do for the basement. From this system were evolved many of the best men in the stores today, but now, everything is single stroke and one might say that the popularity of the single stroke lettering brush has not only been the means of producing poorer but faster work than was done a decade ago, but it has in many of the stores supplanted the



use of the apprentice, for with no filling in on 90 per cent of the work it means a card complete at first hand.

Real high-class show card writing demands the use of a pointed brush, but the work demanded today in the average department store demands the square end lettering brush.

Another thing that changed things in many ways, especially for sign painters, although having no bearing on the trade directly, was the moving picture show. Mr. Sign Painter invariably worked on an easel or against a wall. The appearance of the "movie," with its paper pasted on muslin, sign changed daily meant quick sign painting and cheap sign painting, and the next thing that appeared was the advertisement for sign painters who could work flat, and the movie did more in a week towards making a showcard writer out of a sign painter, especially if he catered to such work, than any other thing could possibly have done.

I have no desire to go record as disputing the methods advised by other writers in executing work of any kind or nature, but ever since a boy I have seen in books and trade journals that good stencils should be cut on glass. Now, my position on this question is, that if any man can show me how he can cut good stencils on glass I am willing to be shown. My own opinion is that no one outside an asylum would attempt it. A good sharp knife, a soft pine board or a piece of cardboard or matboard offers the best cutting surface. You should endeavor to cultivate a touch so that your knife just goes cleanly through your stencil paper and not an eighth of an inch into your cutting table, else on a curve you are going to break the point of your knife. As the cardboard gets covered with knife cuts, throw it away and use a new piece, else you may ruin a good stencil by the knife following an old cut. Always use oiled stencil paper and always buy it flat.

One of the principal things to watch in air brushing is to keep the colors and the brush clean. Don't allow others to use your tools. Better keep them under lock and key.

As to spattering with an air brush, the makers have wisely discontinued the spatter arrangements on the most used models.

It's a bad habit to reduce the pressure on a carbonic gas gauge without shutting off the gas at top of the drum and letting the gas out of the gauge before lowering the pressure. The foregoing should be the proper way to use your gauge and you should turn the key so that when you open gas at drum your gauge will stand at "O." Then gradually turn until you have the new lower pressure.

That would be a slow way for spatter work and if you are using 15 to 20 pound pressure I think you will find where you want a stipple effect that you can grip the rubber tubing in your fingers or left hand and accomplish your purpose very easily.

Stipple work or spattering means low air pressure, nothing else. In a carbonic gauge is a very, very thin diaphragm of pure copper. The constant screwing in or out of the key will rupture this before many months.



Set your gauge at 18 or 20 pounds and let it stay there. Buy a 300 pound high pressure gauge—they are built better and stronger than the low pressure and they cost no more.

To get back to cardwriting proper, I would also say that the illustrations often used by or in books and some trade journals where the method of holding a brush shows about three-fourths of an inch of one-inch brush playing against the surface of the card is about as foolish as cutting stencils on glass. I'll venture to say that if you could snap a thousand pictures of twenty different cardwriters at work you would not catch such a stroke being made, except in filling in a large figure. To do good cardwork and also rapid work demands working more on the end of the brush.

Take the capital "S" in special card No. 3. Every teacher—every book will instruct a beginner to make that in three strokes. Every man working on the end of the brush will swing it in one and get a better effect and get it quicker.

Take cards 3 and 4 for comparison. It is doubtful if 60 per cent of the merchants would not take No. 3 in preference to No. 4 as far as the lettering alone is considered, and there is a big difference in the time used in lettering.

In buying brushes, if you buy them in a paint store or over the counter—don't, for pity's sake—don't put the hair in your mouth to wet it. You do not know how many other mouths it has been in, and also bear in mind that poisons are often used to prevent insects damaging the hair.

Ask the clerk for a glass of water. Personally, I believe you will get better brushes and better-taken-care-of brushes from those making a specialty of them—at least I am sure they will be better taken care of in stock.

The eternal cardboard question comes up again, and it is gratifying to note that at last we are able to get cardboard with good color, good lettering surface for the brush and for air brushing.

One of my old friends writes me that his firm will not buy in the quantity that the paper houses give as their minimum.

Now then, this advice is given; if you want less than 50 sheets of 22x28, paper houses always add 20 per cent for broken packages and ten to twenty cents for cutting. Send a draft to the cardboard house and see whether they will send the board or return the draft.

Next month will be featured relief writing for lettering—comparing European vs. American methods.

AT A RECENT MEETING the merchants of Beaumont, Texas, decided that in the future they will confine all of their advertising to publications regularly admitted to the mails as second-class matter. The resolutions also declared against any form of advertising involving the giving of prizes. Members of this association deemed it better to make direct donations to worthy charities rather than to advertise through the programs or schemes promoted by them.



Plates Nos. 4820-1-2 Three of a Series of Displays by Frank D. Maxwell for M. J. Connell Co., Butte, Mont.

This was an attractive set of windows, but owing to various circumstances it was impossible to get photographs to do them justice. In each window the central decorative feature was a large painting of a character to fit in with the merchandise shown in that particular window. The pictures were in color and all of them were done by Mr. Maxwell. Snowballs, daisies and various kinds of preserved tropical leaves were used. Around posts, etc., sheet moss was used on the floor. The other details are sufficiently plain in the pictures.





Comparative Prices

COMPARATIVE PRICES are in themselves all right and proper. The reason that they have been discontinued by some of the leading stores is because their abuse by careless advertisers had become so general that compared prices generally carried little weight with most readers of advertisements. Most of the leading stores still continue to use comparative prices for the reason that only through their use can the customer be given an accurate idea as to values, providing of course, the truth be told. Stores that are accustomed to truthful advertising are believed even if they do occasionally make statements that sound a little big. On the other hand the advertising liar receives little credence no matter how mild his statements may be. Comparative prices are not necessary to deception in advertising.



SOME SHOW CARDS BY L. F. DITTMAR.

Some Good Show Cards

WE SHOW HERE a collection of the every-day show cards of L. F. Dittmar, window dresser for Browning, King & Co., Cincinnati, O. The larger ones were quarter sheets and the smaller ones eighths. On a number of these cards will be found well selected and applied illustrations. Mr. Dittmar believes in illustrated cards, providing the illustrations are appropriate. If possible they should have a direct connection with the reading matter. On some of Mr. Dittmar's cards he draws on the designs and colors them by hand. On others the illustrations are cutouts obtained from various sources.

THE SETTING OF A WINDOW stands in about the same relation to the merchandise as does an accompaniment to the voice of a singer. It should be in the right key and not too boisterous. Neither should it be too feeble.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" Established 1893
"The Show Window" Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON - - President
G. H. LAMBERTON - - Sec'y and Mgr.
THOMAS A. BIRD - - Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

EASTERN OFFICE, 1229 Tribune Building, New York City

Telephone 4349 Beekman

WILLIAM H. ROSS, Eastern Manager.

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba - - - $2.00 a Year
All Other Countries - - - - - - - - - $3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

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Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Window Trimmers

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

April, 1914

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Price Maintenance

FIXED RESALE PRICES have come in for a tremendous amount of debate during the past few months owing to the pending Oldfield bill that is now before Congress. On one side is the manufacturer who asserts positively that business will go to the demnition bow-bows if prices are not maintained and he is enthusiastically supported by most of the big monthly and weekly magazines that derive a large part of their income from the manufacturer. On the other hand, those opposed to price maintenance assert with equal positiveness that restricted prices are merely a device of the monopolist. There are many able exponents of both sides of this controversy but to the casual observer it appears that none of them is altogether disinterested.

At a meeting of the Des Moines Ad-men's Club there was held a joint debate to determine the relative virtues of the maintained price and the price that is cut, slashed, slaughtered or otherwise mutilated. There were half a dozen or more speakers on each side and the fact is worthy of mention that all those in favor of strict price maintenance represented manufacturers or producers, whereas those in favor of elastic prices in every instance represented the retailer, indicating pretty clearly how the retailer stands in this matter. A. G. Newbell, advertising manager for the Harris-Emery Co., championed price cutting and declared that price maintenance is the badge of monarchy in business and is synonymous with combination and monopoly. The logic and justice of competition is embodied in the logic of changing prices or price cutting. Mr. Newbell said in part:

"Theoretically it is very nice to talk of price maintenance, but it does not work out very well practically in this era of changes. Before price maintenance is fair, you will have to have manufaceturers on an equal level of conditions, dealers on an equal level to each other, and the consumer and the worker will have to enjoy their fair and proper share. Until you do, I say you have no fair basis for price maintenance, except the reasonable benefit of one class.

"One of the worst features of price maintenance is the brood of ugly things, of evils and wrongs it brings on. In its very nature, it is an incentive for sinister things, dark ways and unscrupulous works. It works them to the end that they maintain the price.

"The spirit of maintained prices is the spirit of high prices, for the thought of one is the thought of the other. There can be no other object. What is the price maintained for but to keep it high? I will go farther and say that the germ of price maintenance is also the badge of monarchy in business, because it is by all definitions the insignia of combination and monopoly.

"The only correct economic principle is competition and its medium is changing prices. It acts as a natural scale of justice between those sold to, those selling and

the makers. It enables the elastic discharge and adjustment of all business, without handicaps. Remove it and you immediately give one class an unfairness over another.

"If you admit the logic and justice of competition, you admit the logic of changing prices or price cutting. For one is the only means and the only natural logic to the other.

"More broadly speaking, the ability to change or cut prices is the only court of last resort between the consumer and the dealer, erstwhile the manufacturer, acting as a scale of justice between the party of the last part and the manufacturer, which this party would never otherwise have.

"The injustice of any steadfastly and determined fixed prices is readily shown in the year's descending scale of prices for any widely known product. Three years ago, Blanks autos were selling for $3,000. Last year they were $2,200 and this year $1,200. If $1,200 is a fair price and yields a satisfactory profit today, will you please tell me how fair a price was $3,000? A large part of the difference between $3,000 and $1,200 represents unreal profit. If it was not for the natural law of competition of prices, there is no telling how long or how high the manufacturers would continue to keep the prices. As long as there was no obstacle of competition, what would keep them from asking the price?

"Price maintenance works an economic handicap on the dealer. If you rob him of the ability to change his price or cut his price, you rob him of the just and logical means to save himself in untoward conditions or to adjust himself safely to the season's competition from other lines, which otherwise might be damaging. The world is free and there are others who will attack the dealer, for it is the lawful and privileged right of trade to use its power to reduce the price if it sees fit in its natural efforts for position and development.

"Price maintenance makes the dealer helpless to save himself in the slacks of trade. Inelastic or unchanging price choke with inaction the rivers of business.

"You can see if you carried this out to its natural conditions you would make a hide-bound dealer, inelastic, unable to help himself when the current of trade was going against him, or to use the natural talent, initiative and resources of his mind to benefit himself.

"There are just two ways to settle this subject. One is to have free competitive prices under the present conditions, or else to bring on your millennium, where conditions will be universally just to all, and where you can fix prices where they ought to be with the assurance of injustice to none."

MERCHANTS IN MOST CITIES have been annoyed by "window scratchers" who for no other reason than pure cussedness will draw a diamond or a file the length of a big plate of glass and make a scratch that ruins the appearance of the window. We have seen window after window mutilated in this way but we have yet to learn of any one being punished for this form of vandalism. On New Year's Eve a number of windows along Canal street in New Orleans were scratched in this manner and the merchants' association promptly posted a standing reward for the capture and conviction of any miscreant committing a similar offense in the future. The same plan might be adopted with good results in other cities.

To Teach Dressmaking

LESSONS IN DRESSMAKING are now a feature of the Espenhain store in Milwaukee, Wis. Arrangements were made with a competent instructor in modern dressmaking to give complete courses of instruction. The lessons are from 2 to 4 p. m. daily and from 7:30 to 9 p. m. every alternate evening. For the entire course of fifteen lessons the nominal charge of fifty cents is made, making the cost of a single lesson but little more than three cents. Of course the pupils furnish their own materials. The course includes cutting, fitting, sewing and designing, and at the end of the fifteen lessons an ordinary woman should easily be able to make her own clothes in a workmanlike manner.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.
J. KINLOCH BROWN, Boston, Mass.
JOHN STIFF, Dallas, Tex.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

NOTES FROM NEW YORK

THE NEW MODES ARE WELL DEMONSTRATED BY MR. FRANKENTHAL—LORD & TAYLOR'S NEW STORE DRAWS BIG CROWDS—BIG STORES HAVE ELABORATE SHOWINGS.

F. F. Purdy

MR. FRANKENTHAL, it would seem, has made the finest possible exposition of the new styles, so difficult of successful demonstration. He had recently half the Fifth avenue stretch given over to these drapes and accessories to costumes. The drapes were of full suits, in taffetas, which are so exactly adapted to the "bustle effects." The skirts and sash of each drape was of solid color silk, while the bustle effect and waist was of Roman stripe taffeta. And these drapes were chic—that is the word for it. It is mighty hard to get them chic. It is but a short cut from chic to clumsy. If drapes of this kind are not exactly chic, they are clumsy, for this bustle effect style is a very difficult one. Each window had occasional accompaniments of laces, parasols, hats, etc. The hats, by the way, originated with Mr. Frankenthal, and the trimmings were pinned on, the same as the fabrics for the drapes.

LORD & TAYLOR'S NEW STORE

Ever since the opening of the Lord & Taylor store at Fifth avenue, 38th and 39th streets, the establishment has been crowded with great throngs to view the "last word" in department stores. There is not space here to go into all the features. We may mention the three dining rooms on the top floor, the 50,000 yards of Wilton carpet covering all the floors but the first, the salons for exhibition of gowns, the beautiful fixtures, the big elevators with fittings in the Adam style, and the unique features of many of the departments. The mechanism for raising the windows from basement into place was not ready for the opening ,except in case of the window at the main entrance, at which a crowd assembled at six o'clock nights to watch it ascending into place. This window, be it known, fits right into the entrance and gives an unbroken stretch of windows at night from Thirty-eighth street to Vantine's on the other corner. The four main windows for the first two or three weeks were dressed at night, as are other metropolitan windows. After arrangements were completed to elevate the other platforms, the work was done at night, and the platforms hoisted into place, which is the permanent program. The Lord & Taylor windows were eagerly and admiringly scanned by thousands. They were notable for their simplicity, a gown or two being shown, accompanied by very sparing accompaniments of slippers, fans, laces, bags, etc., shown on gilded pedestals. The effect was dignified and delicate in the extreme. Mr. Spear, formerly of the decorative staff of William Filene, Son & Co., Boston, is now a member of the Lord & Taylor decorative staff, assisting Mr. Rossiter in certain departments. At this writing the revolving mechanism of the round windows at each side of the main entrance is not ready, but the windows are used with a fine carpeted bottom. By the time this reaches the reader these windows will doubtless be operated as was originally planned.



Plate No. 4823—Display of Furniture and Draperies by Geo. L. Draeger for Woodward & Lothrup, Washington, D. C.

This is an exceptionally well handled display of this class of merchandise. A bed room set of hand carved French furniture in gold and white was shown and all of the draperies were in old rose. The rug was the same shade. Most window dressers would have followed the time honored precedent of posing the figure on the small chair in front of the dressing table but Mr. Draeger has secured a better effect by seating her in a natural position on the side of the bed. The figure also was dressed in a gown and cap of old rose color.



Plate No. 4824—Opening Display by Henry A. Remillard for McAuslan & Wakelin, Holyoke, Mass.

Here is shown an unusual background design. All of the structural work was in pearl grey. The lower part of the background was solid while the upper part was a series of horizontal slats some inches apart. Along the top was a series of flower boxes filled with maidenhair ferns and smilax. The basket was filled with foliage.

filled with the dress accessories to which they are adapted and making a complete revolution about every minute.

Peter Deverick, formerly decorator for Hahne & Co., Newark, has joined the Wanamaker decorative staff. One might think he had run a most successful school of window trimming and decoration from the men that have been turned out. whose names can be brought to mind, in his department at Hahne's. There are Bird and Campbell at Wanamakers; Al. Manee, of O'Neill-Adams Co.; Charlie Devoursney, of the Steward Dry Goods Co., Baltimore; Frank Hannon, now in charge at Hahne's; and McCormick, in charge of the windows at Meyer Brothers, Paterson, N. J. Mr. Deverick had been with Hahne & Co. for a quarter of a century, and we doubt if there is a window trimmer anywhere who has turned out so many men who are successfully holding down such high grade jobs.

THE SIEGEL TROUBLES

At this writing the future of the stores formerly controlled by Henry Siegel and his associates is problematical. On March 14 most of the help was dispensed with by the receivers, about one-fourth being retained for a week to assist in arrangements for showing the store and stock to those interested in purchasing the stock and fixtures en bloc, and in keeping things moving. For several weeks a receivers' sale has been going on, with a quite considerable movement of goods. The decision was arrived at early last month to sell out the business entire, and in view of the activity of the district attorney in bringing action against Messrs. Siegel and Vogel, if there were nothing else in the way, it is difficult to see how the old owners can regain possession. The publicity of the entire affair has doubtless affected their repute so unfavorably that they will hardly desire to engage in general business in New York. The decorative staff of the Simpson-Crawford Co., headed by Mr. Zeigler, and of The Fourteenth Street Store, by Mr. Wertman, were on duty till the last, and will doubtless be ready to start in with any new management that may take hold. If nothing new develops, there will be some 2,000 employees of both stores who will be obliged to seek new employment.

Charlie Brandt, former head trimmer for The Fourteenth Street Store, left in January. We understand that he has located out of town. The last we heard of him was of his fine work in putting in the decorations for the recent New York Horse Show. Brandt is a hard worker and will be a find for some good house.

BANQUET TO WANAMAKER

On March 12 the heads of staff of the New York and Philadelphia houses of John Wanamaker gave their chief a rousing testimonial dinner in Philadelphia on the 53d anniversary of the founding of the Wanamaker business, and these anniversaries are becoming quite notable affairs in the civic life of Philadelphia. The windows of the Philadelphia store, by the way, are most admirable settings for fine displays. During the reign of French styles,

which has continued and bids fair to continue long, a favorite setting is a French tapestry at back, with statuette of some French grande dame in center, rear, while the French modes and dainty auxiliaries are shown in most appropriate "atmosphere." A recent mourning window was as near perfect as could be conceived. Floor of black and white, in checkered form; feminine form in mourning garb, gun metal leather shoes and slippers on fixtures; long drape of black crepe at left, rear; appropriate parasol and gloves.

Early last month the elaborate display of Paquin gowns shown at the Ritz-Carlton, New York, at $3 and $5 a look, was sold to B. Altman & Co., possession evidently to be given later, for the gowns are now traveling about the big cities of the coun-country for a few days each. When this national exhibition is concluded, B. Altman & Co. will secure the gowns, and there will be some fine opportunities for great advertising in the newspapers and in the windows to catch the eye of the four hundred.

Thorkild Larsen, decorator for Price & Rosenbaum, Broadway, Brooklyn, often comes out with a fine scheme that is worthy of a more swell shopping district than Broadway, Brooklyn. Here is the scheme of a waist display early last month: Color scheme red and gold, bottom of window covered with red felt, bordered with gold braid; background red plush with cretonne panels in a rich parrot design, blending beautifully in red; gold pedestals with felt covered boards edged with gold braid to match bottom. In the center was a wax figure sitting on a gold bench, with a large gold basket of American beauty roses. There were sixteen waists used in this display, showing the new spring models in colored crepe de chine, chiffon and lace blouses. The upper part of the waist forms were covered with flesh color enamel, showing the filmy waists to great advantage. Mr. Larson has had much to do with setting the pace for the really excellent displays that are oftern seen along Broadway, Brooklyn.

Some of these days perhaps our great department stores will need a theatrical producer attached to their staffs. John Wanamaker early last month presented "The most fashionable wedding of the season, presenting in tableau the Easter bride and her bridesmaids." There was nothing casual about this affair. The big auditorium was filled with women, and police could not keep them in their seats if they tried when the bridal party slowly paced down the main aisle to the stage, and when the return was made, all to the glad strains of the wedding march from the big organ. There was no groom nor masculine attendants, nor any ceremony, but that made no difference. The women were on the qui vive just the same. The spotlight was turned on the bridal party all the time, greatly enhancing the effect. After the wedding was over came interpretations of the dance in various ages, in five sets, showing the classical dance, the dance of the seventeenth and eighteenth centuries, na-



Plate No. 4825—A Spring Opening Display by James W. Mann for B. B. Fowler Co., Glens Falls, N. Y.

The background was made of scenic panels above which were sections of lattice work surmounted by a pergola effect. In the middle was an arch, back of which was a dark velour curtain that threw the figure into strong relief. Rambler rose vines were trained over the back as well as over the posts at the ends.



Plate No. 4826—Opening Display by Henry A. Remillard for McAuslan & Wakelin Co., Holyoke, Mass.

The background was an architectural design finished in ivory tint. Wild roses, natural smilax and white doves were the principal decorations. The floor was covered with plush.

tional dances, descriptive dances and modern dances.

The modern dances were also illustrated at Gimbel's in the afternoons by experts, accompanied by afternoon tea, admission being by payment of seventy-five cents.

FASHION SHOWS

The elaborate arrangements for showing women's costumes, bridal and otherwise, that have recently been in vogue at Wanamaker's, Gimbel's, Macy's, etc., are practical of course only with large houses, which have an outlet for a considerable aggregate of high class wearing apparel. Merchants in general may be more interested in the experiment of the Greenhut-Siegel-Cooper Co., the name of which is gradually being shifted to "The Big Store, J. B. Greenhut, President," that was begun March 9, when two dozen models were put on in the millinery, costume, and cloak and suit departments, which are on the same floor. There was no setting for the affair at all, and the opening of a few edpartments that was then begun was assisted simply by these models putting on new costumes and hats at intervals, and strolling about through the departments and mingling with customers and salespeople. Mr. Schmehl, the Greenhut decorator, was in charge of the arrangements, and the results were all that could be desired. The visitors to the store could inspect the models at close range and derive precise information on the various details of the gowns and hats. This would seem to be the most practical course for stores dealing in staple merchandise of medium grade, where the accent is not so strongly on Paris.

The Big Store has also instituted a pleasing plan of combining merchandising with customer-comfort. A space has been set apart, with chairs to seat about 300 people, and the new songs are sung on an improvised stage, and the new records also tried, with announcement naturally of the title of the song or record being demonstrated. At the side is a long counter where sheet music and records are sold and information given that may be required. Here in this space the tired shopper may rest or a man wait for his wife, while they are pleasingly entertained and interested in the songs and records, and many an interest is kindled resulting in sales. At the same time the regular business in songs and records is going on here all the time.

SHARING PROFITS

The profit-sharing sale of the O'Neill-Adams Co. last month resulted very satisfactorily. One interesting fact we neglected to note, viz.: All salespeople received 1 per cent. extra in their envelopes on their gross sales during the first week, and all "dead help" received a dollar apiece, down to the drivers. This is an amusing term, which is occasionally used—"dead help." You are "dead help," Mr. Window Trimmer, for you sell no goods. You only help sell them and boost the sales of the entire store.

Speaking of O'Neill-Adams, Tom MacEnroe, recently an assistant to Al. Manee, is now stationed down at the wholesale house of the H. B.

Claflin Co. permanently. Six extra show cases have been put in, in addition to the two already there, the company having evidently launched out more strongly in show case display because of the success of their previous attempts. This result of display in a great wholesale house is significant. McEnroe also writes a lot of cards at Claflin's.

Mr. Wendel was the busy man at Gimbel's the fore part of March getting the setting of the Parisian Garden ready to start the Gimbel promenade du toilettes on March 16. The promenade, from end of auditorium clear through to the far side of the dining room—on the eighth floor—was used, as before, with bubbling fountains along the promenade, garden seats where the models could rest, vines and flowers, singing canaries along the route, etc. The feature drew the crowd as strongly as ever, and more seats than ever were provided, while standing room only was the rule for late comers. A feature was the demonstration of a number of French directoire gowns, to show the influence of this style on current modes. Announcement was made that the styles running over nearly a century would be shown, and the models, all selected by Mr. Wendel, were kept busy showing off the bizarre or beautiful gowns, as the case might be, to the accompaniment of languishing strains from the band. The styles were so diverse that it would be difficult for the unitiated to tell which was supreme, but the understanding is that this season the gowns must not fit, and the feminine wearer must "fall apart" in walking. The Gimbel models took a lilting gait, very leisurely, to permit the crowd on both sides to make full examination.

Wanamaker advertising has taken to caricaturing French styles, there being a drawing by a visiting French artist, at the head of some recent Wanamaker page advertisements. The caricature is fetching, and the idiocy of many features of current gowns by famous "couturiers" is emphasized and exaggerated in laughable style. Perhaps this is one feature that will recall American feminity and those who are "egging them on" from their far too great dependence on everything outré brought forth from Paris.

Wanamaker started March 16, in the Auditorium with a demonstration of the Paris fashions. There was one scene set of a street in Paris, with tailored suits inspired by men's modern dress, with the costumes posed opposite men wearing the garments from which the women's gowns were inspired. The other scene was in Athens, with portrayal of Greek costumes inspired by the production of the new play Aphrodite, the latter demonstration being preceded by Greek dances.

On March 13 and 14 the Heinz Store, Scranton, Pa., held their spring opening, with window and interior decorations in charge of W. F. Buswell, formerly of New York. It seems, according to Buswell, that Scranton was all agog over the living models, used there for the first time, including, according to the Scranton papers, "Florence M. Peterson, one of Charles Dana Gibson's original models." And furthermore, the papers say that "policemen were required to keep the crowds in line." And reproductions of the Parisian "couturiers" were shown for the edification of the crowds. It would be interesting to know how much business was done with a crowd of gaping sight-seers swamping any establishment whom it was necessary for the police to come in to properly handle.



Plate No. 4827—Display of Adhesives by the Dennison Manufacturing Co.

This shows an excellent handling of a window having no background. The centerpiece is built so that it gives a decorative effect, but does not obstruct the view into the store. This was finished on both sides so that it would appear as well from the rear as from the front. The merchandise is tastefully arranged.



Plate No. 4828—An Early Spring Setting by Harry Jones for Mandel Brothers, Chicago.

MERCHANTS OF DE KALB, ILL., got together and held a rousing Combination Sale on February 20 and 21, with the purpose of convincing the people that the merchants of that city can give just as good values as can be had anywhere. Stores in all lines did a lot of good advertising prior to the sale and unusual bargains were offiered.



Plate No. 4829—This is a Companion Window to the One Shown Above by Mr. Jones.



ONE OF THE REMARKABLE SPRING WINDOWS OF McCREERY & CO., PITTSBURGH

A Japanese Window

THE brush of Matsushita Kosai, a noted Japanese artist, combined with the skill of the decorator, made a veritable fairyland out of the display windows of McCreery & Company, of Pittsburgh, for the spring opening week. A decorative scheme in four groups might well be termed a "Day in Japan." Two windows at the Olive avenue corner represent "Sunrise"; three in the center of the Wood street frontage represent "Noon in a Wistaria Garden"; two at the Sixth avenue corner "Evening," and the three on the Sixth avenue side, "Sunset." The whole setting is Japanese and the scenes have been copied from sketches of place is the Island Empire.

"Noon in a Wistaria Garden" reproduces a scene familiar to travelers in Japan in depicting the famous Kamido public gardens, about 10 miles from Tokio. Wistaria blooms on a yellow background and festoons and branches of the beautiful flower are scattered about in artistic fashion. Here and there a Japanese tea house can be seen. A wonderful light effect completes the scene.

The "Sunset" scene shows Mt. Fuji, sacred to the Japanese. It is marvelously realistic when it is considered that the artist has been confined by the limits of a show window and must guage his tints and lights according to the spectators' position of view. Flowers and plants have been used liberally in carrying out the scheme. Comparatively little merchandise has been placed in the windows, and in every case the colors are in exquisite harmony with the glory of the Oriental background.



Plate No. 4830—A Good Black and White Display of Haberdashery with Plaid Background.



Plate No. 4831—A Tasty Arrangement by Carl W. Ahlroth for the Union Clothing Co., Columbus, O.



Plate No. 4832—A Spring Style Display by John Stiff for A. Harris & Co., Dallas, Tex.



Plate No. 4833—Display of Dress Fabrics and Accessories by John Stiff for A. Harris & Co., Dallas, Tex.



FIGURE 1



FIGURE 2

Displays for Chain Stores

THE NEWARK SHOE STORES CO. is a concern in Baltimore with a chain of more than 120 stores situated in all of the leading cities. This company manufactures popular priced shoes and sells them direct to the wearer without any middleman. Naturally with so many windows to trim the question of an efficient and economical system of display was an important one. There were two ways in which the windows might be taken care of. One way was to allow each store a certain appropriation and leave it to the manager to make the most of it according to his own ideas. Another way was to have the windows of all of the 120 stores handled from the home office. For many reasons the latter course was decided upon as the most satisfactory.

A practical shoe display man was employed and he now designs the displays for all of the stores. This is quite a simple matter after a system has once been established. This is the way it is done. The window trimming headquarters is in Baltimore and is in charge of A. Oliver Guy. Mr. Guy has a well equipped department in which is built a window that is practically the counterpart of the windows in all of the many chain stores. He also has the same equipment of display fixtures to be found in the branch stores. He first plans out a display in a general way and then installs it in the dummy window. Every detail is worked as carefully as if the window were intended to be opened to the public.

After the display has been completed it is photographed and enough prints are made to send one to each of the stores operated by the company. With the photograph are sent all of the necessary decorative materials and advertising matter together with complete instructions for the installation of the display. Working from the photograph, it is an easy matter for the local manager to trim his window according to the specifications even though he may not be an expert at display work. In this way all of the windows of the Newark Shoe Stores Co. are trimmed alike at the same time.

This system has proved highly satisfactory and has resulted in better displays than could have been had without the expenditure of a much greater amount of money. It was out of the question to employ a window dresser for each of the stores, and in many of them the managers or salesmen were not capable of making satisfactory displays without assistance. It is an easy matter, however, for them to follow the simple directions furnished by Mr. Guy. We show here a few recent spring displays installed by Mr. Guy in his



FIGURE 3



FIGURE 4

workroom window. It will be noted that these are all simple and easily copied.

Figure 1 is a simple little display of shoes, findings, hosiery, etc. The floor was covered with green satine with a yellow silk ribbon border. The baskets were green with artificial grass trimmed over them. The flowers used were yellow daffodils. Figure 2 had a maypole erected in the middle with daisies twined around it. Narrow green ribbons ran from the top of the pole to the shoe stands. The shelf was covered with light green satine. The floor was covered with green burlap. Figure 3 requires little description. The floor was covered with canary yellow satine and had a border of purple pansies. The upper part of the background was treated with the same material in narrow plaits. Figure 4 was in shades of violet. The floor was covered with violet poplin with a white silk ribbon border. Silk violets were used as a trimming.

LEON D. NISH, Secretary of the Illinois Retail Hardware Dealers' Associaiton has issued an announcement that the assiciation will award prizes amounting to $100 for the best advertisements prepared by members. Any reasonable amount of money that is appropriated by associations to induce the retailer to make a closer study of advertising is well spent.



Plate No. 4835—Spring Display by E. H. C. Ackemann for Ackemann Bros., Elgin, Ill.

The fountain which was the main feature of this setting was an imitation of blue and pink veined marble. The upper part was supported by frogs and the lower part by fish. Concealed lights threw a soft green light through frosted glass panels into a galvanized water tank in which were gold-fish, sand, gravel and water plants. The front of the tank was partitioned off from the rest by means of frosted plate glass. In the space not occupied by the water were placed two tubular lamps that lighted up the interior of the aquarium brightly at night. Glass bubbles were floating on the surface of the water and falling water was imitated by means of glass tubes. The remaining details are self evident.



Plate N. 4834—A Simple Drape by O. F. Ballou for C. H. Almond D. G. Co., Lynchburg, Va.

This is an extremely simple drape made over an ordinary full form. It was designed only to show the fabric and trimmings and not to resemble a gown.

Selling to Men

THE AVERAGE MAN is little inclined to "shop" around. When he needs something he waits until he has to have it. Then he rushes into a store, tells what he wants, paws over a few specimens, finds something that will do, pays for it and rushes out again. He hasn't much idea as to quality and depends upon the store rather than upon his own judgment concerning values. He will generally keep going to a store as long as he thinks he is getting his money's worth. If his purchases at one store fail to give satisfaction, he will quickly turn to another. For this reason the dealer in men's fixings to a regular trade will find that dependability is the chief factor in buying goods.

Personal Service Bureau

LORD & TAYLOR'S NEW STORE in New York conducts a personal service bureau which they advertise as follows: "Such services as guiding customers through the store, assisting, when desired, in the purchase of goods, particularly a trousseau, mourning apparel, traveling requisites, articles for the home and general needs for use in other climates—also interpreting foreign languages—will be performed without charge by the Personal Service and Guide Bureau.

PATTERN DRAPES

DRAPING THE FULL FORM FROM DESIGN AFTER THE PATTERNS CARRIED IN THE PATTERN DEPARTMENT APPEALS TO THE AVERAGE WOMAN BECAUSE SHE CAN CARRY OUT IDEA.

W. H. Bates

A DISTINCT advance has been made in the draping of fabrics by developing your drapes after styles that the customers can follow.

When the woman who is interested in getting a new gown sees just what she wants in the way of a fabric on a form in the window and then finds that the style in which it is draped is a fanciful creation by the window trimmer she may not buy the goods because she knows no way in which to copy the style.

In most cases the style of the drape appeals to her as much as the fabric. Therefore, from a strictly business standpoint the logical thing for the trimmer to do is to design his drapes after styles carried in the store's pattern department.

This pattern of an evening gown would work out most effectively on a wax figure with three-quarter length wax arms, as shown in our illustration. Lacking this, the preliminary step in making this drape would be to cover the jersey bust and neck of a headless form with very fine plaited white tissue paper. These plaits in the tissue should not be more than ¼ of an inch apart, should be carefully creased, and a band of these, fitted around the neck; then one straight across the front, and separate strips fitted over the shoulders at each side of the neck. Thus prepared, the form is ready to drape, the same as with a wax figure, the plaited paper taking the place of the wax bust.

As shown in the pen and ink sketches, first place a short remnant length of wide lace across the bust.



SHOWING THE PATTERN ILLUSTRATION (AT UPPER LEFT CORNER) AND THE VARIOUS STEPS LEADING TO THE COMPLETED DRAPE (LOWER RIGHT CORNER)—EVERY DETAIL OF THE PATTERN HAS BEEN CARRIED OUT ACCURATELY

This should be placed over white tissue paper lining; next form the waist by using a short length of a soft silk or satin, a narrow width preferred. Twenty-seven or 36 inch material will need to be folded under in order to give the right length to the sleeves.

Start one end of this silk at about center of the waist line in front, and up over shoulder to back, fitting snugly around waist line and drawing down under sleeve in several small plaits. Same is repeated on other side with other end of goods. A short length of about two yards will be most satisfactory for this, but if such a remnant is not on hand and it is not desired to cut the bolt, the surplus goods of a longer piece can be folded neatly down the back and put inside the wire skirt, out of the way. This silk lining is then to be covered with all-over lace or shadow lace flouncing.

The lower part of the bodice and the skirt requires goods 36 inches wide or wider. The end is held up in front and the center of the goods, turned under slightly to hide the cut end, is pinned at the center of the bust. Then turn the corners down underneath as the selvedge edges are drawn around under the arms to the back, thus forming the high pointed bodice. Next take up the center of the goods about six inches below and raise it up to just below the high point, then drape around rather loosely to back. Now draw the goods in snugly at waist line and down over the hips.

The draped effect on the front of the skirt is made on the same plan as the second plait in the bodice, simply by taking the goods about 12 inches lower down and raising up to the desired point. Pin the selvedges up in the back just high enough to make the folds drape nicely around the sides. Do this twice. Then draw the goods in closely around the bottom of the form, folding the surplus back between the feet, and pin it up inside the wire skirt out of the way. The placing of the fur trimming is clearly indicated in the last of the pen and ink sketches.

Get Together in Galesburg

ALL OF THE PRINCIPAL STORES in Galesburg, Ill., got together and held a big co-operative fare refunding sale beginning Saturday, March 21, and continuing until the following Saturday. The affair was carefully arranged and well advertised and proved to be a great success that left all of the merchants enthusiastically in favor of future team work along the same lines. In more and more cities each year the merchants are finding that it pays to pull together for the general good of the town rather than to work as individuals in different directions.

An Idea from Texas

SANGER BROTHERS store in Waco, Texas, is using a new advertising scheme to boost business in the men's wear department. Silver dollars enclosed in a thin, open aluminum case are being distributed as change to customers. On one side of the aluminum case is stamped, "Good for $1.10 in Sanger Brothers' Men's Department." On the other side is the slogan of the Sanger store, "The Public Be Pleased." It is against the law to deface or mutilate United States money in any way but this plan is said to be unobjectionable to the Government.



Plate No. 4836—One of a Series of Notable Displays by Walter Zemitzsch for Famous and Barr Co., St. Louis, Mo.



Plate No. 4837—A New Art Setting by Walter Zemitzsch for Famous and Barr Co., St. Louis, Mo.

About Fashion Shows

THE TROUBLE with the usual fashion promenade with living models as conducted by most big stores, is that only costumes that can be afforded by the very wealthy are exhibited. It should be remembered that most of the customers of a popular store cannot afford a $150 gown, although they may be interested in seeing them. We realize that the models are generally employed to demonstrate that this or that store is a fountain head of style, and to convince the public of that, the costliest and most fashionable gowns must be shown. Nevertheless, the real interest —that is, the interest that may lead to a purchase— centers around a $40 suit at the rate of about ten to one as compared with a $200 creation. We believe that every fashion parade should have a representation of moderately priced gowns for women of moderate means and moderate tastes.

THE CONVENTION of the central division of Associated Advertising Clubs of America will be held in Indianapolis, Ind., April 9, 10 and 11. At the same time the executive committee of the A. A. C. of A. will also meet in that city. An excellent program has been prepared.

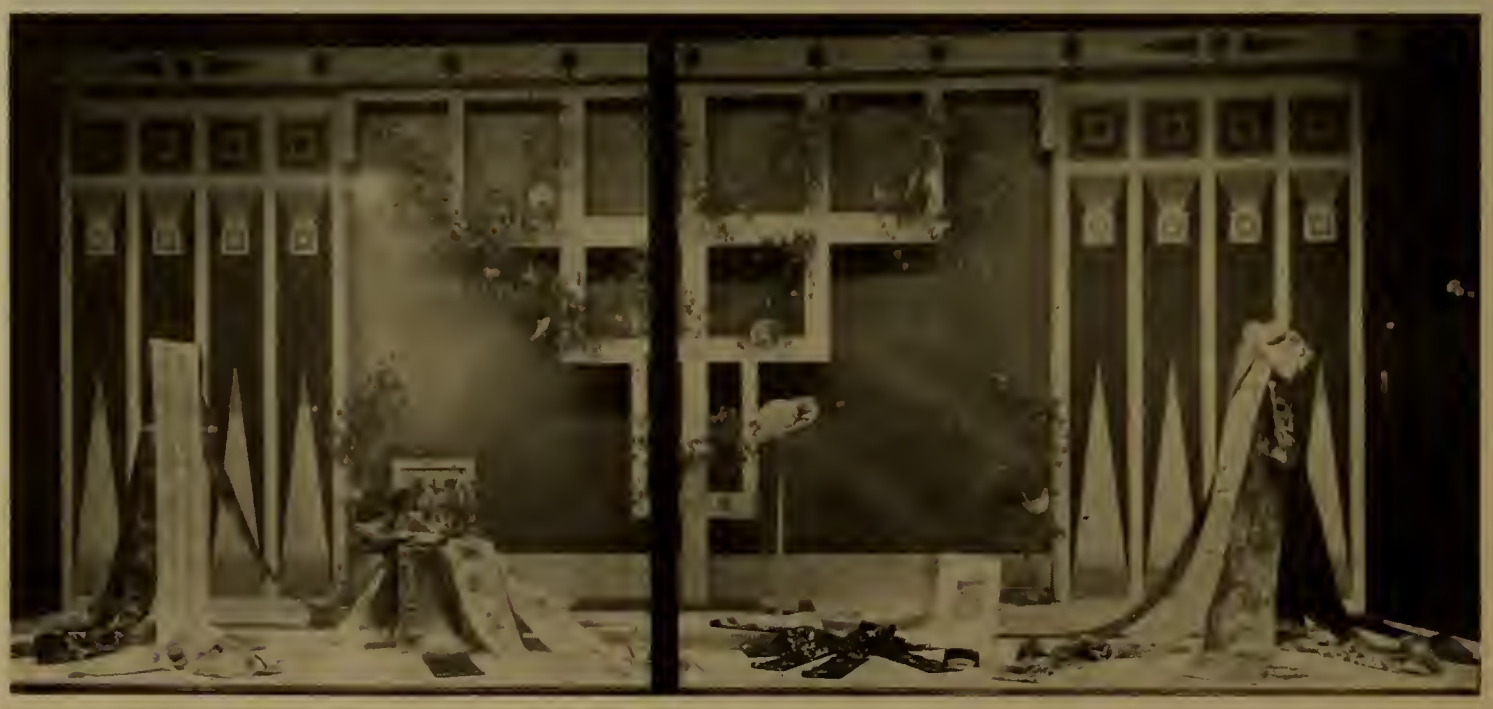


Plate No. 4838—An Original Design by Walter Zemitzsch for Famous and Barr Co., St. Louis, Mo.

SHORT LENGHTS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF.

New Spring Hats at $4.95 *for Misses and Girls.* Copies of imported models with all the prettiness of the originals retained. French soft-crown sailors, trimmed with small wings or new feather pompons; mushroom models colorfully decked out with fruit or flowers; and others equally attractive. For that matter, quite the most important feature of this offering, aside from price, is the distinctiveness of these little *chapeaux* throughout the entire selection.

Easter Millinery Specials—500 hats at $10 and $12—Half of them are imported shapes—a large proportion being the new sailors so fashionable this season and so becoming. They are of fine straws like milan hemp and tagal; and are trimmed with the new Scotch wings and burnt ostrich, uncut velvet and grosgrain ribbon. The rest of the collection includes "made hats" trimmed with flowers and ribbons. It is needless to say that all these hats are rich in the new colors.

All-Black Millinery Is Desirable. "We wore the black hat to bring into harmony the brilliant colors of the winter clothes—and we will wear the all-back hat to accentuate the delicacy of the summer colors"—to quote the words of a Parisian modiste. Practically every woman looks good in a black hat. Every costume is improved by one. And the styles are prettier than ever. Sailor and turban shapes, in every imaginable style and size are being shown, in the new braids and straws, with ribbon made into loops and wings and stalks and novelty shapes—with wee wings, with ostrich and feather novelties. Prices $5 to $75.

Untrimmed Millinery and Trimmings in a Very Attractive Spring Display. Thousands of Untrimmed Hats, in all the new styles, materials and colors; thousands of Flowers; great quantities of Ribbons, and every kind of fashionable Feather, Fancy and Novelty, are gathered here in this great Spring Display—the most comprehensive assortment we have ever had. Many of the Hats are imported, and many of the trimmings come from abroad or are used exclusively by us. Among the following are a few of the specials.

New Lace Blouses With a New, Rare Charm. Very, very filmy things—and beautiful! They come not only in cream and black shadow laces over flesh color, but also in the newer variations of olive, old gold, apricot, peach or tea rose made over flesh color. They are worn to luncheons, teas, to the matinee or with the calling costume. There are fine, new models, priced from $5.50 to $16.50.

Silk Dresses, $12.50. *Two New Styles in Silk Poplins.* The best dresses for the money that the year has seen. Best in material, in making, in fit and in style. Reproductions of the best models now popular in Paris. They have character and distinction; yet even the most conservative woman could wear them without self-consciousness. Made of good lustrous, soft-draping silk poplin or eolienne. Trimmed with fine nets and good laces, and both models heavily embroidered.

The Junior Dress. For afternoons and for parties many delightful novelties—crepes that are almost voiles, white with threads of color through them; crepes de chine that are soft and graceful; nets over lingerie; light French taffetas that are all ruffles and shirring. No picturing them! There are altogether too many. We would but attract your attention to them with the note that these are the most attractive styles we could find for the young folks. They are priced at $5.00 to $40.00.

Fancy Tailored Suits Ranging From $25 *to* $69. This splendid aggregation of styles is not limited to the individuality of one Paris shop. It is the collective individuality of many shops. Here are the most distinctive creations of Paris, chosen from the world's most famous *ateliers,* affording a range of selection which is remarkable and reproduced at a range of prices which is unique.

Ready! Opening Expositions of Spring Fashions in Suits, Dresses and Wraps. To-day we are presenting to the public a gathering of the Spring Fashions which in our opinion are the most faithfully representative of the prevailing modes, and truly conducive to the advancement of art and refinement in women's apparel. It is the prerogative of this house to assume the responsibility of guidance, when the manifold changes in styles which the return of each season invites, are presented to the public for acceptance.

Spring Exposition of Girls' Apparel. This Spring Opening Display is an authoritative interpretation of the styles in terms of youth, and presents Apparel that was designed by specialists in junior garments. Beauty of line and material, and refinement and exclusiveness of style, make this enlarged section one of the Store's centers of interest during these Opening Days.

Seven Beautiful Sisters In an Aristocratic Family of Parasols. Every beauty and grace that can be shown in Parasols is seen in the seven exquisite designs that constitute the India family of Parasols. And every one of these beautiful Parasols is featured in the Loeser stock, *only* to be found here in all Brooklyn. That is because the India family of Parasols and Umbrellas was first introduced to the world in this Store, and because, in the enormous success that has attended them, they have never forgotten that Brooklyn people *first* took them to their hearts.

75c to $1.25 *Waists,* 50*c. A Basement Sale.* The Basement Special Tables will have an important Sale tomorrow of attractive and serviceable Waists at an average of half their regular price. Voile, lawns in lingerie styles, percales, chambrays, cotton corduroys, black lawns, etc. Some of the colored Waists have collars of dotted Swiss or pique. Some of the voile Waists are trimmed with hemstitching and plaits, some with embroidery and lace. Included are some few flannel Waists, broken sizes. Over 1,200 Waists in this half price offering, including many of the well-liked Unique make. None C. O. D. No mail or telephone orders.

The New Waists are on Display. Spring Waists have taken unto themselves the loveliest bright colors this season, in many instances subdued by soft laces and chiffons, or by a contrasting touch of black. The greater number on display are of American make, copies of their French predecessors that have lost none of their original charm by the adaptations, and so essentially French that one instantly supposes them to be hand-made, and accordingly expensive.

Loeser Corsets for Style Are Also Corsets of Comfort. New styles that are arriving daily in the Loeser Corset Store. They are built upon the beautiful living figure, and they follow all the figure's behests. Yet they express the figure in new terms of grace, melting lines, soft contours, suggested slimness. You may dance in them, unconscious of corset restraint; you may lounge in them, with no uncomfortable pressure; you can walk with all desirable support. Best of all you can wear the new gowns and the new suits with a figure grace that perhaps you have dreamed of, but never before saw realized.

A Spring Fashion Exhibition of Negligees and the New Lingerie. The fashion oracle has spoken, the final edict gone forth, and in this Exposition is displayed the Under-Apparel and Negligee Attire which women rightfully demand shall equal in daintiness and beauty the new dresses themselves. Europe and America have contributed many of their choicest fashion-treasures to this display.

Gaberdine the Popular Fabric For the Spring Suits. Just as folk-lore words counted in or counted out the players in childish games, so one might run the count today: "Serge, broadcloth, gaberdine; melrose, crepe gaberdine; poplin, epingle, gaberdine"—every third suit is made of gaberdine, and the other two-thirds divided among a half-score other materials. What is Gaberdine? It is a crepy whipcord or serge; that made abroad of a very fine close twill; that from American mills more decided, almost a honeycomb twill crepe. It was once used in making gaberdine waterproof garments; now, with a refinement of weave, it has become popularized for suits, dresses, all of women's outer wear.

New, Good and Fashionable Low Priced Dress Cottons. Service is the general characteristic of all these low-priced Cottons, but they also are new, fashionable, in pretty colorings and printings. Any one of them will be quite in the picture for this spring's dresses, or for home wear now. The Percales in particular include a vast variety of the new *shirting* patterns.

"Silk" is the One Word the Whole Fashion World is Shouting for Spring. The New Easter Silks Are Here. Literally thousands and thousands of yards of gleaming, radiantly beautiful textures, plain, multi-colored and quaintly flowered. All of the softest weaves and in colors so rich and wonderful that they seem to have been taken from the canvasses of the old master painters.

New Embroideries. The word Embroideries means so much more than in former years! Not alone do we show new Thimming Embroideries in great variety—chiefly in matched sets—but Allovers and wide Flouncings in wondrously wrought designs. See the splendid Flouncings in crepe, voile and organdie, in various widths, with bands to match. The snow-flake weave with heavy embroideried designs. Combination Embroideries—crepe-and-plaid, ratine-and-crepe, ratine designs on plaid voile, crepe voile with large embroidered flowers inset with very sheer pink or blue organdie. Flouncings of voile combined with flat Venise in designs indescribably lovely.

$2.00 *Quality of Silk Serge for Street Dresses and Spring Weight Tailored Suits* This is a closely woven quality that will not rough up in wearing, changeable combination of Gendarme with black, navy with black, brown with black, plum with black, emerald with black and plain navy blue. Yard wide. For $1.35 yard.

The Trail of the Ribbon Is Over All Fashion's Kingdom. Ribbons adorning hats or making them; Ribbon camisoles, Ribbons on dainty hosiery and in Tango slippers, Ribbon waistcoats, collars, cuffs, necklaces and bracelets, Ribbon hair ornaments and bandeaux, Ribbon bags, Ribbon negligees and boudoir caps—there is no end to the use of Ribbons, if one wishes to be in the fashion. *And every Ribbon to meet the vogue, from the tiny Ribbons for dainty lingerie to the glorious golds and silvers that add magnificence to a sumptuous costume, all gathered in the Loeser Ribbon Store.*

The Reign of Ribbon. Fashion is attuned to Ribbons this year. Stripes, plaids and gay colors are in the ascendency for spring, and Ribbons with a dark background offset by rich floral designs, are a great success. Gold Ribbons, with Roman stripes in contrasting colors, are very smart; Satin-and-Plaid Ribbon, in rich tones; Jacquards, in light and dark colors; Persian Ribbons, with vivid Roman stripes; sumptuous Velvet Brocades, Failles, Gold Gauze and Moires, are at their best here.

Women's Guaranteed Silk Hosiery, 79c. We guarantee this silk hosiery to give the best of wear and any pair that does not give satisfaction we will replace. Pure thread silk Hosiery with everlasting lisle top; lisle soles, double toes, extra high splicing on heels. Black, white, tan and eighteen other popular shades. Without a doubt the best wearing Silk Stockings on the market.

Printed Reversible Curtain Scrims 10c a Yard. Pretty and Good. Values to 19c. Here is a Spring word about new Curtain fabrics—and for a marvelously small price. So small, indeed, that instead of "doing up" Curtains it is economy to buy fresh ones. There are thousands of yards of these Scrims, all fresh and exceedingly pretty. No finer printing will be found on goods at two or three times their prices. White, cream and ecru, with printed double borders in pink, blue, yellow and green color combinations.

More Women's Silk Dresses. New Spring Silk Dresses, and new ones added every day to this beautiful collection, at prices ranging from $10.00 to $20.00. All ready to slip into, without the delay and strain of many fittings, and all so delightfully becoming with their pretty, simple draperies and smart flounce and tier effects and soft little touches of trimmings. Included at these prices are Dresses of taffeta, messaline, crepe de chine and charmeuse, in black and fashionable colors, and all the various models finished with those charmingly simple little touches of lace and net.

The Braided Sack Suit for Young Men $28 *and* $30. Though the style of the garment is something which mere figures are incompetent to convey. It is tailored in smart unfinished worsted cloth, of a dark Oxford gray persuasion. It is cut on lean, narrow lines, with an almost total absence of padding, and is very smartly black braid bound. And although a radical departure in masculine modes, the thing is so excellently done as to obviate entirely any tendency toward the extreme. The coat and vest may be worn in combination with striped trousers, though no possible variation of this character can add one iota to the style of a garment which has so much style of its own.

Lively Colors in Men's Spring Neckwear. Feminine fashion is not to have a monopoly of the bright colors this spring. Witness the new Neckwear—the tango shades, the rose and blues, the greens and orange; the oddity of patterns, the Oriental motifs, the cubist designs and tapestry weavings—all of which are to be seen among spring Neckwear at Loeser's. To be sure, the conservative Scarfs are here too—so full and fine a variety that no one will fail to find plenty for a satisfactory choice.

Stylish Clothing for Manly Boys. Finest Imported and American-Made Fabrics. Splendidly made clothing for boys of the same materials that are put in their father's clothing by the best tailors. Nobby tweeds from Scotland, Ireland and England, smooth velours and cassimeres, stylish checks, stripes and double checks in a fine assortment of patterns and colors. And the tailoring is the best at the various prices.

Men's $1 *Undearwear, 59c.* Full stocks of new spring and summer weight Underwear, and the timely arrival of this special lot makes exceptionally interesting news for men tomorrow. These garments are of fine silk lisle, but subject to slight mill hurts. Dollar value for 59c. Spring and summer Underwear at 50c up. Spring and summer Combination Suits at $1 up.

Men Will be Quick to Appreciate the New Spring Styles in Clothing Here. We have good reason to be enthusiastic as we examine the new spring models. Each manufacturer seems to have excelled all former achievements. It may sound trite, but it is true in every sense, that this Spring's Clothes are more attractive than ever—the fabrics as well as the cut and finish. There are distinctively new features in the famous Stein-Bloch and Hart, Schaffner & Marx models—lines obtainable here only. And we have just seen some of the new Kirschbaum Suits tried on—*admirable in every detail.*

A Man and His Shoes. If you will reflect a moment you will recall that a noticeable fact about the best dressed men you know is the smartness of their footwear. Their shoes are never run down in the heel, nor over on the side, nor worn to a slovenly looseness. This is partly due to the style of their shoes—and partly to their fit. You may buy the handsomest pair of shoes in this city and if they do not fit correctly they will soon lose their shape. Our assistants will help you get a perfect fit. Men's shoes range from $3 to $10 a pair.

New Spring Styles in Men's Low Shoes, "Toe Down." This, with the broad low heel, makes a flat-looking shoe—a notably smart shoe. Toes are wide enough to be comfortable, yet taper gracefully—shapeliness without the pinch. The low shoes men are buying now are those of dull black calfskin and tan calfskin. Prices are $4 to $7.50.

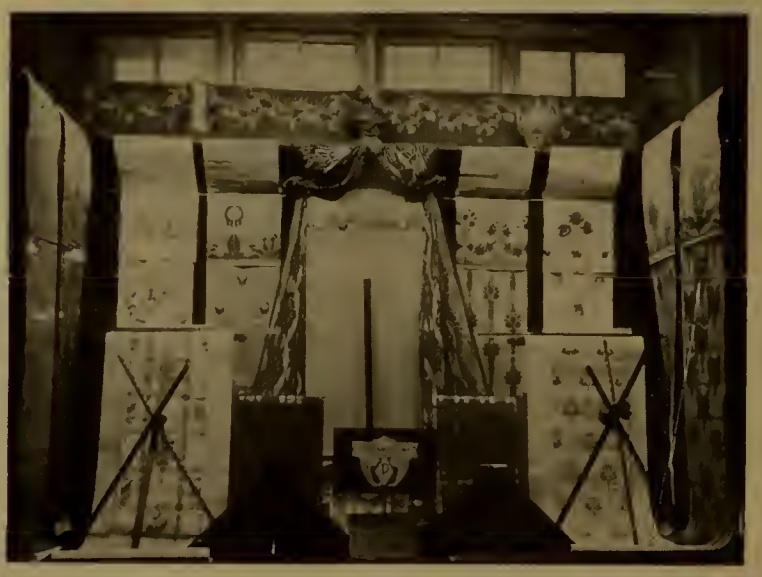


Plate No. 4839—Display of Wall Paper by O. Wallace Davis for M. Nathan, Johnstown, Pa.

This is a neat display of wall paper which speaks for itself. A few pieces of molding and some draperies were shown in connection with the samples of paper and borders.



WINDOW TRIMMING *at a* UNIVERSITY

The University of Minnesota Included Lessons in Window Trimming in Their Short Course for Merchants, and honored the Koester School of Window Trimming by asking Mr. Geo. J. Cowan, President of the Koester School, to take Charge of the Instruction.

An indorsement of the value of window trimming that cannot be overlooked is the fact that the University of Minnesota has this year added instruction on window trimming to their merchants' course.

The following extract from the Minneapolis *Tribune* will give some idea of how the window trimming lectures were reported in one of the local papers:

George J. Cowan, of Chicago, talked window trimming to the students in the short course in merchandising at the university yesterday until the lecture room with its bare walls and straight backed chairs faded from view and there came instead visions of endless rows of spacious glass fronts displaying successively a vast assortment of human necessities and luxuries from bakery stuffs to sable furs, from bathroom fixtures to padded cell editions of the poets, from chocolates to automobiles, from laundry soap to Peruvian pottery, from shoes to diamond bracelets—all so enticingly put forth as to make the necessities seem luxuries and the luxuries necessities.



Class of 130 Window Trimming Students Watching Mr. Cowan's Demonstrations

Every Person working in the Store — even the Boss—can increase his efficiency by taking up some of the new

Extension Courses in Merchandising

Taught by the

Koester School

Complete instruction on Advertising, Salesmanship, Store Accounting, Window Trimming and Card Writing can be had at the School, but if it is impossible for you to leave your work, we can by means of our extensive mail courses give you complete instruction in every thing except Window Trimming.

Any student taking the extension courses has the privilege of attending the school whenever he finds it possible at no extra charge.

USE THIS COUPON

The Koester School
215 S. Market St. Chicago

Please send me full information on the following subjects:

___	Window Trimming	___	Advertising
___	Card Writing	___	Card Writing Supplies
___	Store Accounting	___	Extension Courses
___	Salesmanship	___	Merchandising Books

Name.....

Town.....

State

MERCHANT'S RECORD

Our Equipment

The Koester School occupies two entire floors in a Modern Fireproof Skyscraper in the Heart of the Retail and Wholesale Section of Chicago.

Both floors have been fully equipped with new fixtures, most of them designed especially for school work after an experience of our many years of teaching—thus giving the school not only the largest and finest home but also the finest equipment of any school of its kind.

The great amount of space in this school means a distinct advantage to every student because it insures him having actual show windows to work in—and it takes up room to install a big battery of show windows for the students to work in.

Check off the attached coupon and send to

The Koester School

215 S. Market St., Chicago, Ill.

Business Editorials

WANAMAKER'S has always been strong on "editorials" in the newspaper advertising of the store. Mr. Wanamaker believes in talking to the public through the newspapers and telling people about the store methods, its ideals, how the business is conducted and many other things that other stores as a rule seldom or never mention in their advertising. We have frequently quoted the Wanamaker editorials. Since the first of the year a new series has been started by the Philadelphia store. They are different from those that have gone before in that they relate strictly to the various lines carried. They are headed *"Wanamaker Better Merchandise (A Series of Business Editorials)."* No. 1 was on Silks and Dress Goods. It read as follows:

About fifteen years ago a woman bought eighteen yards of silk, almost as much lining, and five or six yards of crinoline or horsehair. The dress wore well because of its width and the protection of the lining.

Today three or four yards of double width material suffices; the dress is extensively narrow and there is no lining, thereby throwing a great strain on the fabric itself. To stand it the quality of dress material must be better.

How was this better merchandise to be had? Wait for the foreign markets to produce it and then send for it? That would have been one way and a long way.

There happened to be a better way for a store devoted to the ideal of superior service.

We notified manufacturers at home and abroad of what we wanted, and season after season we sent out representatives, not to the agents of manufacturerers, but to the home offices of the factories (how many trips to Lyons there were!) to see the silk weavers and the dress goods weavers and insist that we should have strong, firm fabrics for the American market.

Our experts went deep into the technicalities of manufacture. They studied fibre and they studied thread. They studied warp and woof and printing presses and dyestuffs. They studied the systems of weighting silks and how to make silks without chemical weighting. They eliminated weights wherever it was possible to do so.

Maintaining the durability of silks has been one of the greatest battles of this mercantile age. We have shut tender silks out of this Store absolutely. We believe that eventually the fight we are making will keep them out of the trade.

It was owing to our continued refusal to take any but fast-color goods that makers of velveteens and velvet cords finally succeeded in making the colors of these materials unchangeable.

Silks that would wash satisfactorily were almost unknown to the general public before we brought over an English twilled wash silk, which is now made here and of which we sell thousands of yards a year.

In the same way we discovered a maker of Scotch ginghams who had never sent his products to this country. Comparisons showed us that his ginghams were the best to be had for the selling price of 25c and for a number of years we have been his sole Philadelphia representatives.

Others that followed were on Furs, Linens, Babies' and Children's Garments, Corsets, Shoes, Bed Clothing, Men's Wear and other subjects. They do not appear daily but at rather frequent intervals and each one has a consecutive number. Most of them are of about the same length as that of the one we have quoted.

This strikes us as being a good idea for Advertising Editorials—to take one department after another, or rather the goods carried in each department, and tell the public something about them. A store that is careful in the selection of its merchandise would find much of interest to say as to the safeguards used to protect customers from inferior merchandise. This is good advertising because it tends to build up a permanent reputation for the store.

Permanent "Specials"

MOST STORES are known to their customers in a somewhat limited way as regularly carrying certain articles at fixed prices that are a little lower than the value would justify. For example, a store will specialize on a certain kind of hosiery at some odd price, say 42 cents a pair, that would usually sell for 50 cents. On such goods the quality is always the same and the price is never changed. After a while people learn to call for these "permanent specials" and they tell their friends of them. They are not advertised to any extent except that the salespeople are always instructed to talk them up—not as anything wonderful, but as examples of the kind of values one may always expect from this store.

This seems to be a good policy and one that should make friends for the store. Naturally the special should be something that a competitor could not easily get hold of and cut the price for advertising purposes. A. D. Matthews' Sons of Brooklyn use specials of this kind. The following was from an announcement *"Introducing the Evelyn Night Gowns, a Matthews Innovation Worthy of the Grand Old Store."* The body of the announcement read as follows:

Hereafter the Evelyn Night Gown will stand for One Dollar value for Seventy-nine Cents every day in the year.

It is specially made to our order—a regular Matthews feature. It is generously cut, the trimmings are exceptionally pretty, the materials of high quality.

Four models shown by way of introduction are of good quality nainsook. Kimono and Empire styles, round and V-shaped necks, effectively trimmed with cluster lace medallions, dainty embroidery and ribbon beadjngs; embroidery sleeves. A Matthews special and here only 79c.

A SHORT TIME AGO one of the greatest advertisers of England visited this country. In an interview he expressed the belief that department stores generally use more space than is necessary in their newspaper advertisements. Naturally this "got a rise" from the publishers of newspapers. However, his opinion is one that deserves consideration. Is it not true that department stores frequently use pages when halves would answer the purpose practically as well?

ENTHUSIASTIC

Display Managers and Window Trimmers

everywhere have eagerly welcomed the

New McCall

Dry Goods Selling and Draping Service

THAT this new and thoroughly comprehensive service has filled a popular want among dry goods display men is definitely demonstrated by the enthusiasm with which it has been received by large and small merchants alike.

From stores all over the country congratulatory letters are coming to us. The following is typical:

> *"Your draping service was received yesterday. I have looked it over carefully and will not miss a copy of it as long as I am in the decorating field.*
>
> *"I am Display Manager with _____ this city, and know my draping end of the work will be up to the top notch with the service you place before us, the value of which cannot be over estimated."*

Few merchants could hire the staff of expert talent which we have procured at a very high cost to produce this service.

It serves the entire store. The dress-goods buyer, the advertising man, the merchant himself, as well as the display manager and window trimmer, will find it invaluable.



Have YOU Taken Advantage of It?

No store too small--no store too large--to use this service effectively

FREE—We will send postpaid, to any display manager or window trimmer, the April service, on receipt of the attached coupon.

McCall merchants say it sells more merchandise

Valuable alike to the window trimmer of limited experience and the expert display manager.
It is the first complete, comprehensive, clear and concise draping service.
Links up the very latest fashions with dress goods.
A long and much wanted help in making effective displays.
Contains the newest style ideas in window and store decorating.
Brings to you the ready means for making displays without additional cost, which will carry an irresistible temptation to style-loving women to buy the merchandise shown.
It will enhance the reputation of your store as a fashion center.

E-1

This Monthly Service Includes

Complete series of Fashion drapes.
Complete series of fully trimmed Fashion Fabric Windows.
Complete window trim of Fashion Publications.
Instructions for making all drapes and trimming all windows.
Auxiliary drapes for ledge, counter and wall.
Background ideas—seasonable, architectural, floral.
Definite instructions for appropriate use of all dress accessories.
How to use forms, stands and fixtures.
Complete set of hand-letters and illustrated show cards.
In fact, everything that goes to make a complete service.

Free If you have not yet seen this service, mail to-day the attached coupon, and we will send you, postpaid, the next issue. Act now—so you will have it for your Spring Windows

THE McCALL COMPANY
McCall Building,
New York

Please send me free the April issue of your Dry Goods Selling and Draping Service.

Name

Firm Name

Town

State

Pattern handled?

No progressive display manager or window trimmer can afford to be without this service—it's the newest thing in your profession.

THE McCALL COMPANY

World's Largest Manufacturers of A Paper Pattern

McCall Building **New York**

International Association of Window Trimmers

OFFICERS

President, CLAUDE J. POTTER, St. Louis, Mo.

First Vice-President, A. W. LINDBLOM, Minneapolis, Minn.
Second Vice-President, E. G. REDMOND, Elkhart, Ind.
Third Vice-President, T. W. WANAMAKER, Galesburg, Ill.
Treasurer, JOHN GRANNEL, Evansville, Ind.
Secretary and Manager Employment Bureau, P. W. HUNSICKER, Grand Rapids, Mich.

BOARD OF DIRECTORS

Chairman, E. D. PIERCE, Rochester, N. Y.

G. W. HUBBARD, Grand Rapids, Mich.
E. J. BERG, Milwaukee, Wis.

Johnstown, Pa. Local

The local window trimmers' association of Johnstown, Pa., held its first banquet on March 3 and it was a great success. Some of the boys had been a bit doubtful as to the outcome of the occasion as it was believed that the future of the local association depended to a great extent upon the initial banquet. This slight uncertainty, however, was quickly dispelled and the affair proved an unqualified success that resulted in much enthusiasm among all present.

One of the important results of the banquet was in getting the merchants of Johnstown together in holding a style show. This was the first time in the history of the city that this had been accomplished. All of the leading stores of the city held their openings on the same day and the event proved to be most satisfactory. The movement brought all of the merchants together on a better basis and it is only reasonable to assume that in the future there will be more systematic team work in Johnstown than there ever has been before. The newspapers gave much space to the banquet and it is safe to say that the window dresser is on a far better basis in Johnstown today than he was before the organization was perfected.

O. Wallace Davis was made president of the new organization. Mr. Davis made an interesting address and so did a number of other speakers during the evening. There was plenty of good music and the whole affair was voted a complete success. In the future it is the intention of the Johnstown association to meet at noonday luncheons and occasional evening dinners. An impetus has been given to window display in that city that promises to prove a substantial benefit not only to the trimmers but to the merchants as well.

Joilet Trimmers Do Things

The Joliet, Ill., window trimmers' association, Local No. 4, made a big success of the United Spring Opening which was promoted in that city. The merchants were highly pleased with the results and the local association was highly complimented upon the part it had played in the affair. Not only were the merchants enthusiastic, but the general public showed a lively appreciation in what had been accomplished.

Never in the history of the city were the windows trimmed so elaborately, and many stores that formerly had paid but little attention to window dressing, showed a marked improvement. President Fred S. Prett is elated over the practical accomplishments of the new organization and predicts big things for the future.

Terre Haute Trimmers Meet

In line with the general movement to form local associations all over the country, the window dressers of Terre Haute, Ind., got together and formed an organization that promises to be a big influence in the business affairs of the Hoosier city. A banquet was held at the



THE JOHNSTOWN, PA., BANQUET



Established 1908
SMEBY BROS
T.C.S.W.D.
TWIN CITY SCHOOL of WINDOW DRESSING
MINNEAPOLIS - MINN

17 SOUTH SEVENTH STREET





Mr. Arne Olson, with L. S. Donaldson's Glass Block, largest department store in the Northwest. Minneapolis, Minn.

Mr. James Orr, with The Clothes Shop, finest and largest men's wear store. Winnipeg, Canada.





Mr. Arthur Carlson, with The Boston Store, largest department store. Fort Dodge, Iowa.

Mr. C. O. Johnston, with Maurice L. Rothschild & Co., world's largest retail clothiers. Minneapolis, Minn.





Mr. Clifford Westvig, with The Fashion Shop, finest exclusive men's wear store. Des Moines, Iowa.

THE success of our school has been made by the success of our students.

¶ Read these records. No other school can show such records by its graduates.

¶ Note location and size of cities. Our graduates are represented in all large cities throughout the United States and Canada.

¶ Note the prominence of stores. Positions like these can only be secured through the superior instruction of the Smeby Brothers.

¶ Write for our illustrated catalog and booklets.

SMEBY BROS.
Twin City School of Window Dressing
Minneapolis, Minn.

Mr. A. J. Bergholte, with P. Rothman Co., largest department store, Stevens Point, Wis.





Mr. Armond W. Ehrlinger, with S. S. Sencenbaugh Co. Aurora, Ill.

Mr. A. L. Hawkinson, with Stearn & Field's, Moorhead and Fergus Falls, Minn.





Mr. Arthur B. Benz, with Waterbury & Co., Charles City, Iowa.

Mr. R. McMahon, with The Leader Dry Goods Co., one of Minneapolis' largest dept. stores, Minneapolis, Minn.





Mr. Carl P. Diehl, with The Harward Clothing Co., largest exclusive men's wear store. Dayton, Ohio.

Mr. P. E. Constant, with Burton & Greengard, exclusive men's furnishings, Mandan, N. Dak.





Mr. C. A. Loomans, with Loken Bros. Department Store, Thief River Falls, Minn.

Mr. Victor Bergland, with Sanden & Ferguson, dept. store, Helena, Mont.





Mr. Edw. Rosenkranz, with The Chaix Co., finest exclusive men's wear store. St. Paul, Minn.

Mr. W. C. Edwards, with The Emporium, St. Paul's largest department store. St. Paul, Minn.





Mr. R. G. Coster, with The Oak Hall Clothing Co., largest men's wear store. Duluth, Minn.

Mr. Raymond Hamilton, with Young & Quinlan, finest women's exclusive wearing apparel in the Northwest, Minneapolis, Minn.



THIS NEW 48 Page Book FREE



CONTAINS 18 FREE ALPHABETS

Over 150 Illustrations of the Most Modern Equipment for Up-to-Date Card Writers

This great new catalog should be in the hands of every up-to-date card and sign writer in America. It represents the practical knowledge and experience of 15 years at practical show card writing. We have spent a great amount of money on this new book and we want every card writer to secure a copy. It is the greatest book ever issued for the card writing fraternity. In fact it opens the way to "BETTER SHOW CARDS." Simply address Desk M. and a copy will be sent you postpaid.

GUARANTEED "Ready for Immediate Use"

Pure Red Sable "BROKE IN" WHEN MADE

Satisfaction or Money Back



Illustration exact size

Square Ends

Pure Red Sable

Nickeled Seamless Ferrules

Creased Ferrules

Handles Can't Come Off

5-16c 7-23c 9-30c 11-40c 14-65c

INSIST ON Blicks MASTER-STROKE BRUSHES

SET OF FIVE

$1.75

PREPAID

Set Number 61

These brushes are excellent for rapid single stroke work. Guaranteed Pure Red Sable of full stock.

Every Stroke Comes to a Clean Cut Edge

THE CARD WRITERS' SUPPLY CO., Galesburg, Ills.

Terre Haute House that developed a lot of enthusiasm and proved to be a most enjoyable occasion.

President Claude J. Potter of the International Association was on hand to assist in the organization and made an address in which he pointed out the advantages of close co-operation and intelligent team-work as opposed to the "every man for himself" idea. Officers were elected as follows:

J. H. DeWitt, President.
William Fread, Vice President.
Raymond Snead, Secretary.
M. Mchegan, Treasurer.
Harry Carey, A. M. Stuempfle and J. H. Dial, Trustees.

The organization started out with thirty members and enough enthusiasm to insure some big doings in the near future. Meetings are to be held regularly and the local organization is affiliated with the International Association.



THE BANQUET OF THE TERRE HAUTE LOCAL ASSOCIATION

To the Members

We have received one more application for a charter since our last report, that of Birmingham, Ala. Terre Haute, Ind. has also organized a local there, and I have a report from several more cities that they are about to start an organization. We are glad to hear these reports. We would urge that members who have not already started something would get busy and get an organization started in your city. From the inquiries received at this office the members do not all understand the new by-laws, and rules governing these local associations.

The idea is to get local associations started in every city that has enough trimmers to get a charter. A member of the International association is not required to pay a second membership fee. And when a local association has been organized he will pay his dues to the local association instead of the International. Thus members pay but one membership fee, and dues to but one association, but he shall be a member in good standing and entitled to all the rights and privileges if the local association holds a charter and has its dues to International fully paid up. A local association and all its members are to be a part of the International association.

Thus any member of the International holding a member card paid up to date, may be transferred to a local association without paying a membership fee, but shall pay the local dues only. Membership cards to all local members will be issued from the International Secretary's office. And you will be required to show your membership card at the next convention.

Application blanks can be secured from any of the officers, and if any one has been missed with the new by-laws, if you will drop a card to the Secretary one will be forthcoming by return mail. Also an application blank.

As the prize list is not fully completed, we are unable to give it out at this time. But slight changes will be made from last year. Our last year's arrangement met with universal approval, and you can depend on a fine list of prizes again this year. Save your good show cards, and have a photo taken of your better window displays and bring them to the convention and enter them in the contest. Many trimmers expressed a wish that they had brought some of their photos along last year. If they had the prizes might have gone differently.

Have several of your windows photographed, and enter these contests. It will be more interesting for you.

I have heard that a few claimed that the prizes were awarded so as to favor the window trimming schools. It is utterly false, and no proof of this charge can be produced. The committee of judges are absolutely honest men and the fact that not a mark of identification was allowed on the matter entered, made it impossible to make such discrimination. Some of the best matter entered in the last contest was thrown out because there were marks on it that would plainly show whose work it was. And not one of the judges are students of any window trimming school, or in any way would favor a school.

Because the big majority of prizes went to trimmers who had been members of such a school, only goes to show that they were alive to their own interests. They attended a school, they were enthused with their own work, and entered it at the convention; not to win a prize but to see how their work would stand, and many were agreeably surprised with the showing they made.

If any one makes such a charge let him produce his proof. No more disinterested parties could have been chosen for judges. Not one of the judges would have favored a school, had he known it. And because the window trimming schools were proud of the fact that their students won recognition in this contest, and advertised the fact, is no sign that they were favored in any way.

These charges have come to my notice, and I have the letters in my possession. But they came *not* from those who attended the convention, but from those that stayed at home. "Christ said the poor ye have with you always." And so it is with organization. The knockers we have with us always, but every knock is a boost, and the association is going ahead as never before. It is getting to where it is amounting to something, and a credit to the window trimmer. Our next convention will prove it. Are you with us? If not, why not? There are some big surprises in store for the members, in the way of new associations. I am not at liberty to give it out as yet. But why should your city drag behind? Get an extra hustle on and line up the trimmers in your city. Get that local association started now. Pamphlets, by-laws and blanks will be furnished you. Write me to-day.

P. W. HUNSICHER, 123 Dwight St., Grand Rapids, Mich.



Training Makes Men *Equal*

Every Man Can Succeed In Some Line of Work

Success is not a prize to be won by a favored few—it is a divine *right* that *every* man should enjoy. And gaining success is simply a matter of training those talents that *every* normal man possesses—but that so *few* know how to use.

The successful men of today trained their *brains*—they developed their *natural ability*. The *unsuccessful* men plugged away at whatever they *happened* to find, all unaware of the talents they possessed that *might* have enabled them to succeed in another line of work.

You have natural ability for *some* line of work. Find out what this natural ability is—and then train yourself along that line.

For twenty-two years the International Correspondence Schools have been training men for better jobs by helping them to develop their natural ability. They can do the same for *you*, right in your *own home*, during your *spare time*.

Just mark and mail the attached coupon and the I.C.S. will lay the proof before you. Without any obligation on your part they will show you how they can train you for a successful career in the line of work you like best.

Mark the Coupon NOW

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Stenography	____Civil Service Exams.
____Banking	____Chemistry
____Commercial English	____Automobile Running
____English Branches	____Agriculture

Name_____

Street and No._____

City_____ State_____



THE LOS ANGELES WINDOW TRIMMERS' BANQUET

Los Angeles Decorators Meet

On the evening of March 6th, 1914, the window dressers and assistants of Los Angeles and surrounding cities held a banquet at McKee's Cafe, with an attendance of sixty-four. This was the first and largest gathering of its kind ever held in the West and proved very successful. The object of this banquet was cooperation and with a view to form an association.

At a previous meeting Mr. E. E. Woods was appointed temporary chairman, and Paul Lupo and Geo. Twitchell were appointed to act as arrangement committee. The tables were beautifully decorated with natural ferns and flowers, and large round table in center, where the head decorators sat, and two long tables connecting from each end where assistants sat. Place cards were placed for the chief decorators at the center table. The music consisted of an orchestra and three Spanish senoritas, who danced and sang in Spanish and English, also two gentlemen entertainers. When they played and sang "I love you California," everyone joined in the chorus.

Mr. B. O. Bliven, advertising manager of Harris & Frank, Los Angeles, acted as toastmaster and delivered a speech on "Cooperation, the Vital Force of Modern Business." As each display manager was introduced, he gave a short speech. Much good will be derived from this association and a better feeling of fellowship among the decorators of Los Angeles.

Mr. J. M. Walters, of the J. W. Robinson Co., was introduced as father of the window trimmers of Los Angeles, as he is the oldest decorator here and has decorated windows here for twenty-five years. He is also one of the old charter members of the International Window Trimmers' Association. Mr. C. A. Kupfer and Mr. M. A. Paley are also charter members of this association. Following is a list of those present:

J. M. Walters, J. W. Robinson Co.
C. A. Kupfer, Ville de Paris.
L. Cusanovich, Bullock's.
P. G. Alen, Hamburgers.
J. A. Jones, Jr., Coulter Dry Goods Co.
E. E. Woods, Muse, Farris, Walker Co.
F. S. Hunter, N. B. Blackstone Co.
H. H. Metzgar, J. R. Lane Co
Wm. R. Brown, J. M. Hale Co.
W. Seitzer, Unique Cloak & Suit House.
C. D. Talbott, Paris Suit House.
W. L. Newcomb, New York Cloak & Suit House.
A. G. Hall, Bon Ton Cloak & Suit House.
R. L. Nye, Palais de Modes.
K. M. Rannie, Jacoby Bros.
F. F. Olsen, Desmonds.
M. A. Paley, Harris & Frank.
F. Libby, Mullen & Bluett.
E. L. Settle, James Smith Co.
J. G. Le Blond, F. B. Silverwood.
Geo. Twitchell, C. H. Baker.
C. C. Sherrod, Enos Shoe Co.
Asst, F. Leighton, The Bootery.
E. L. Nollac, B. H. Dyas Co.
R. S. Winders, Sun Drug Co.
W. Suppe, Owl Drug Co.
H. Heim, Marston Co., San Diego, Cal.
Max Marks, Holzwasser, Inc., San Diego.
T. P. Bonham, C. Cohn D. G. Co., San Bernardino.
H. R. Buchanan, Mercantile Co., Long Beach.
Assistants:
R. A. Voss, Hamburgers.
J. C. Pedersen, Hambergers.
H. Nickle, Hambergers.
R. A. Brenner, Hambergers.
L. H. Norcross, Hamburgers.
H. R. Snavely, Hambergers.
F. S. Wamsley, Hamburgers.
Sampson, Hamburgers.
T. H. McCabe, J. W. Robinson.
V. W. Francis, J. W. Robinson.
M. H. Maxwell, J. W. Robinson.
G. M. Lucci, J. W. Robinson.
H. W. Burke, Bullocks.
L. J. Parchin, Bullocks.
Homer Bancroft, Bullocks.
J. E. Cooke, Coulter Dry Googs Co.
C. G. Miller, Coulter Dry Goods Co.
G. S. Buell, Coulter Dry Goods Co.
W. P. Hinton, Ville de Paris.
R. L. Hollis, Ville de Paris.
Roy Dolan, Muse, Farris, Walker Co.
C. W. McKenzie, C. H. Baker.
M. Mann, C. H. Baker.
J. T. Hurley, Owl Drug Co.
J. D. Terrill, Desmonds.
E. Smith, Mullen & Bluett.
W. Green, City Decorator.
Chas. Weaver, City Decorator.

Another New Local.

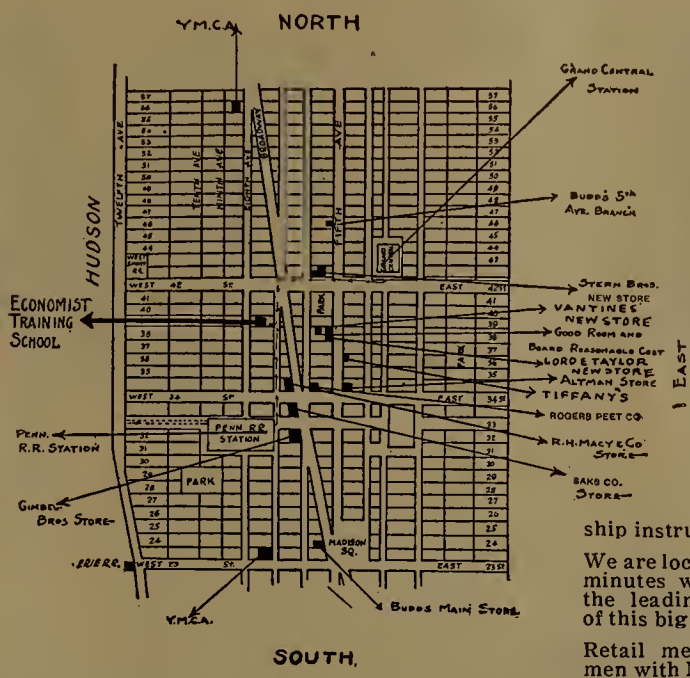
T. W. Wanamaker is busy getting signatures to an application for a local to be known as "The Two I's" and which will embrace the cities of Galesburg and Monmouth, Ills., and Burlington, Iowa. It is expected to send in an application with the names of at least 25 good trimmers located in the three cities named.

Wanamaker also suggests that each local make a display at the coming convention, the display to consist of photographs of members' work, and as many members of each local as are willing are invited to contribute. It is suggested to mount all of these photographs on a large folding screen to be displayed on the walls of the convention halls.

THE ECONOMIST TRAINING SCHOOL HAS MOVED AGAIN INTO ENLARGED QUARTERS



The oldest, largest and most successful institution in the world teaching retail advertising, window trimming, display managing, salesmanship and show card writing.



The Economist Training School now occupies the eighth and ninth floor of this building with enlarged facilities to justify the increased demand for our instruction.

The eighth floor classrooms are devoted to window trimming, display managing and show card writing. The ninth floor classrooms are used for advertising and salesmanship instruction.

We are located within five minutes walk to most of the leading retail stores of this big fashion centre.

Retail merchants prefer men with New York training and experience. Our instruction and lecture staff numbers twenty-eight retail specialists. Buy your retail instruction by comparison. Send for catalogue, urther particulars, class formation dates, today.

THE ECONOMIST TRAINING SCHOOL

The Instruction Department of the Dry Goods Economist

231 to 249 W. 39th Street New York City

Palmenberg NEW YORK

An Entirely New Catalog

with Palmenberg's latest ideas in display forms and fixtures is about to leave the press. We want you to own an early copy, and feel sure that you will be pleased when it reaches you.

Let us have your name and address and we'll send in return this interesting manual of Palmenberg's to aid your work in window dressing and display.

J. R. PALMENBERG'S SONS

Established 1852

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Boston Salesroom
30 Kingston Street
110 Bedford Street

Baltimore Salesroom
10 and 12
Hopkins Place

For Our Advertisers

A Card Writing Book



In this issue we announce the big new 48-page book just issued by The Card Writers' Suppliy Co., Galesburg, Ill.

This big new book should be in the hands of every card writer and window trimmer in America. It contains over 150 different illustrations of the most practical and up-to-the-minute ideas, including 18 free alphabets.

This book is one of the best ever issued in the interests of the card writing fraternity. A copy will be sent free postpaid by addressing Desk M., The Card Writers' Supply Co., Galesburg, Illinois.

Elite Cards

It will be of interest to readers of this journal to learn of the fact that they can obtain neat and attractive cards in various shapes finished with gold, silver and colored beveled edges from Hurlock Bros. Company, 3436-38 Market street, Philadelphia, Pa.

The cards they are offering are new and very desirable for Price Tickets. The unquestionably good quality and first-class workmanship of ELITE CARDS are making them very popular among card writers.

Write on your business letterhead for samples and quotations and they will be gladly sent upon request.

An Important Catalog

It will be of special interest to the trade to note the long-looked-for catalog of the Frankel Display Fixture Company of New York has been completed and is now being distributed to stores throughout the country upon request.

This catalog is certainly one of the most beautiful, complete and well-gotten-up books ever issued in the display fixture line. The first impression received from the cover design reflects the entire composition of the book, as well as the fixtures themselves therein illustrated. It has an elegant blue cover with the name of the firm embossed in white letters, and a handsome imprint of a wax figure in the center. At the bottom there is modestly embossed the slogan, "Authority on Original Display Ideas."

An innovation to be noted is the cut-out thumb index, enumerating the various departments into which the catalog is divided. This is certainly an improvement over the old style catalog, as it enables the customer to find any particular fixture in a jiffy. The inside stock of the book is a high-grade coated paper, and the illustrations throughout consist of very fine halftone cuts which are most pleasing to the eye, besides giving a clear, unmistakable description of every wax figure, form and display fixture.

This firm has taken the initiative in stamping on the cover of each book in gold letters the names of the various window trimmers in the country who have sent in their requests. It would be advisable for every progressive store in the country to send for this handsome book of display ideas—it is an authoritative source of information of display suggestions. Among other original new ideas can be found the many new fixtures supplied Lord & Taylor and Stern Bros. of New York. The Frankel concern is to be congratulated upon having issued a book of this calibre. It is the last word in display ideas.

Mammoth Window Shade

The Theo. H. Masten Co. of New York recently put up the largest window shade ever put up on a single roller. The order was filled for Vantine's new store, at Thirty-ninth street and Fifth avenue in New York. The shade is 23 feet wide and 12 feet long and is mounted on a single Hartshorn metal roller. It is the widest shade in New York, if not in the whole United States. It might be expected that the center of this roller would sag from the weight of the shade, but no such difficulty developed, and the big shade is operating with complete satisfaction. A number of other shades 18 feet by 12 feet 6 inches were put up for this store.

For Card Writers



FOR many years the automatic shading pen has been one of the standard tools of the show card writer. It is an instrument that is so easy to use and there are so many effects that can be obtained with it, that it has long been a favorite with a large number of practical card writers. One of the points that recommends the automatic pen both with beginners and experienced men is the remarkable ease of its operation. Even the most inexperienced can get surprisingly good results with it, and the experienced card writer can do wonders with it.

For these reasons, card writers generally will welcome a new manual that has just been published on the use of the shading pen. It is called the "Practical Compendium of Commercial Pen Lettering and Designs" and contains a large amount of instructive information that has never before been put in print. This is essentially a practical treatise and it will appeal alike to the beginner and the experienced card writer. It contains about fifty alphabets varying from the simplest to the most elaborate, and practically all of them are accompanied by simple directions for the formation of letters that will be found of the greatest value to the student of show card writing.

In addition to the alphabets there are many designs and layouts which will be of assistance to the card writer. In addition to the 122 plates, this compendium contains a collection of phrases for show cards that will prove of the greatest value. They cover all lines of merchandise and have been selected with unusual judgment. The price of this book is $1 and it will be found to be well worth that price. It will be mailed prepaid upon receipt of price by the Merchants Record Co., 431 South Dearborn St., Chicago.

Show Window Decoys

WE DO NOT BELIEVE that there are many stores, professing to cater to a first-class trade, that use their show windows to decoy unsuspecting passersby into the store for the purpose of deceiving them in one way or another. Nevertheless, the following appeared in the advertisement of a big Eastern store recently:

The Show Windows of the Store Are Not Mere Decoys.

In every city it is not uncommon for stores to display in their windows styles and articles of which they have nothing like inside the store.

Indeed, we have had other dry goods stores to buy of us suit patterns of dress goods, coats and millinery and display

FOR VIVID SHOW WINDOWS USE FELT



Applique Felt Background

Try this design in your next window. Cover the frame work posts and flat surfaces with cream-colored felt. Cut the applique design out of cream felt, pasting or sewing it to a background of lavender felt. Clusters of green foliage on top of the posts, and floor covered with cream felt complete a very striking background.

The beautiful texture and coloring of "American" felt, the fact that it is the widest fabric made, and that it cannot ravel make it the supreme window trimming material. We make over 100 shades. If jobber or dealer hasn't it, apply to our nearest store. Insist on "American" felt.

American Felt Company

TRADE MARK

BOSTON
103 Bedford Street

CHICAGO
325 S. Market Street

NEW YORK
114 East 13th Street

Artistic Wax Figures and Forms of PIERRE IMANS



One of my many models

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

PARIS 1900, Silver Medal
SAINT LOUIS 1904, Gold Medal
LIEGE 1905, Diploma of Honor
MILAN 1906, Grand Prix
LONDON 1908, Grand Prix
BRUSSELS 1910, Grand Prix
BUENOS AYRES 1910, Hors Concours
TORINO 1911, Grand Prix
GHENT 1913, Grand Prix

My Wax Withstands All Climates

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed

COMMISSION **PIERRE IMANS** EXPORT

10 RUE DE CRUSSOL, PARIS, FRANCE

TELEGRAPHIC ADDRESS, PIERIMANS, PARIS

Please note that foreign letter postage is Five Cents





them in their windows as their own importations without having in their stocks inside the store anything like them. When we discovered the trick we, through intermediaries, tried to purchase them, and were told the goods were not for sale.

All the goods in our 58 windows are for sale, and we have many more goods like them for sale inside the Store in the sections they represent.

It is unfortunately true that occasionally a merchant is found who on occasion will deliberately mislead the public through goods shown in his windows. Such an instance was recently related in this journal, where a merchant displayed high-class overcoats and suits in his windows to give the impression that similar goods were to be had inside for about a third of their value. When one went inside not one of the good coats was to be found and the merchant refused to sell those in the window at the prices marked. His excuse was—"I can't ruin a fine window display just to sell a coat."

There is far less of this petty chicanery than there was a few years ago, but what remains of the practice should be discouraged. Whether it would come under the provisions of the "Pure Advertising" statute that has been passed in so many states would depend largely upon the way in which the show card might be worded, and it is probable that the foxy merchant would be careful not to jeopardize himself in that way. However, there should be other ways of stopping him.

Every responsible merchant who has show windows, and every window dresser who depends for his livelihood upon them should jealously guard the integrity of window display in general. Advertising men are battling for honest advertising and it is no less important that window dressers get together and protect the calling in which they are engaged. Local associations should make this easy.

✕ ✕

A NUMBER OF STORES throughout the country on Washington's and Lincoln's birthdays presented their customers with portraits of these great men. Some of the larger stores had portraits specially reproduced for the occasion. This is a fitting tribute to the occasion and the cost need not be great.

✕ ✕

IN ALL CITIES where there is an ad club and a local window dressers' association these two organizations should hold occasional joint meetings. Window dressing and advertising are so closely allied that every effort should be made to promote the closest co-operation. Joint meetings would help.

✕ ✕

REDUCED EXPRESS RATES will no doubt help the mail order houses to some extent but they should help the retailer also as he will be able to get special orders delivered more cheaply.

Try "Perfect Stroke" Brushes

Compare Them with Others—Make Any Test You Wish

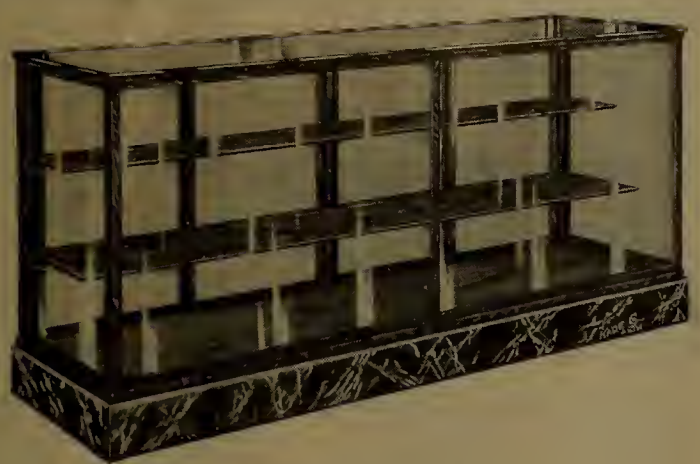
You Will Then Agree with Me That "Perfect Stroke" Brushes Are Best

IT isn't likely that many hundreds of card writers throughout the country who use only "Perfect Stroke" Brushes and Supplies are wrong. It isn't likely that these goods would sell over and over again to the same customers year in and year out if they were not **right.** But I don't ask you to judge by these things—try "Perfect Stroke" Brushes yourself and see. **Fully Guaranteed.**

Postal Brings Catalog—Write Today

Bert L. Daily Dept. E-4 **Dayton, O.**

Show Cases and Store Fixtures
As You Want Them



Floor Cases of Any Description

"Kade Fixtures" are Quality Fixtures

Design Correct, Material and Workmanship the Best Have Been Known as Such for Over 25 Years

Write for Catalog "D"

C. F. Kade Fixture and Show Case Co.

The Quality Line Plymouth, Wisconsin

You Should See Our "PLYMOUTH PARAGON" Display Cases, Great Value, Low Price

CHANGE YOUR SIGN
When You Change Your Window



Reynolds Transparent Signs with Interchangeable Letters

will enable you to make any change desired in a few minutes. A perfect day sign and one you can burn all night for *60 cents a month.* From 72 to 115 letters and figures furnished with each sign according to size.

Send for Circulars.

Reynold's Dull Flasher Co.

18 So. 5th Avenue, Chicago.



Handsomely bound Leatherette Cover. Size of cover 8½ x 10¼, lettered in gold.

STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art, Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone: — Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over $4,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only $3.50 Shipped Postpaid on Receipt of Price.



THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.



No. 879 Apple Blossom Sprays 15-in. Per doz. $1.00. per gross $10.00.
No. 880 Apple Blossoms per gross flowers 40c, per 10 gross $3.80.

Art Decorations

Contract for R. H. Macy's Co. Fashion Show the greatest of its kind held in N. Y. awarded to us against competitive firms, shows to you Mr. Merchant how we not only saved them money, but can alsodo the same for you. "Nuff Sed" before placing your order, get our catalogue; or ask for samples. Consult

J. HARTWIG CO., The House of Originality

Manufacturer and Importer of Art Decorations

28-32 Pellington Place : Brooklyn, N. Y.
SHOW ROOM, 738 BROADWAY, NEW YORK

Fireproof Grass Matting for Summer Furniture Displays

18x36 inches per yard $1.20

27x36 inches per yard $1.50

Flowering Vines, $6.00 per gross up

Store Management—Complete

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

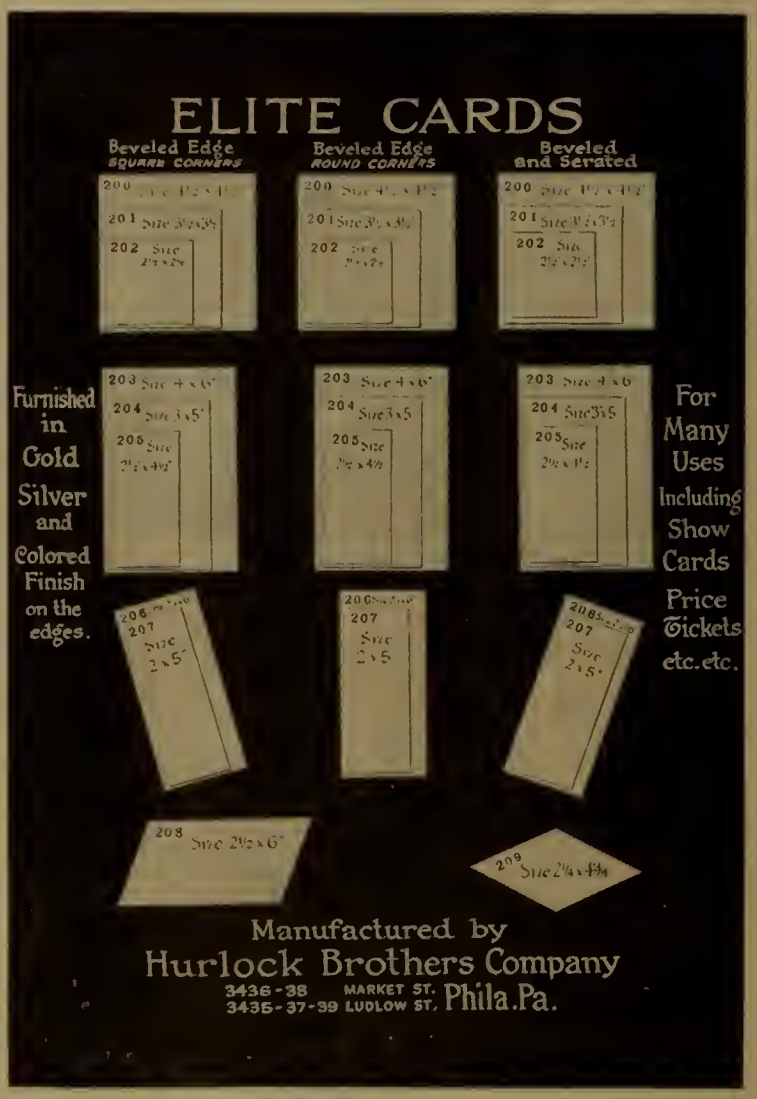
THIRTEEN CHAPTERS
Here is a sample:

CHARTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Book Department
MERCHANTS RECORD AND SHOW WINDOW
431 So. Dearborn St. CHICAGO



A Practical Book on Air Brush Work—Free

WE have just published what we believe to be the most practical book ever issued on air brush work.

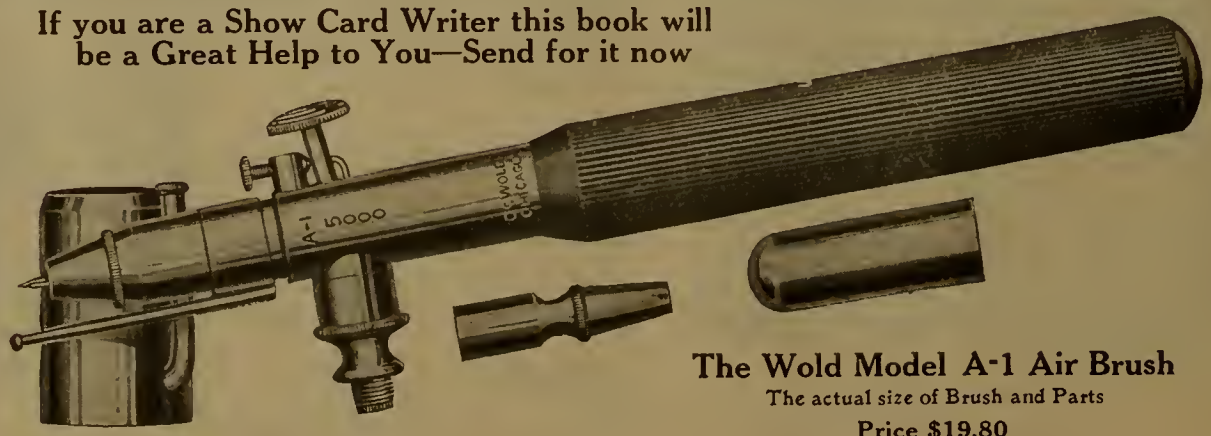
It contains instructions as to operating and caring for air brushes, hints for beginners, air brush colors, color blending, hints as to shades, stencils, corner designs, borders, alphabets, etc.

It also contains a wonderfully complete list of card writers' supplies of all kinds.

A postal will bring you this valuable book. It's free.

THE WOLD AIR BRUSH ART SHOP
716 W. Madison St.
CHICAGO

If you are a Show Card Writer this book will be a Great Help to You—Send for it now



The Wold Model A-1 Air Brush
The actual size of Brush and Parts
Price $19.80

Compo Board



COMPO-BOARD SETTING BY W. H. HINKS, MINNEAPOLIS, MINN.

COMPO-BOARD must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. Will not warp or buckle.

COMPO-BOARD is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Sample and Book Free

Tells In An Interesting Way All About This Modern Wall Board

Northwestern Compo-Board Co.

1404 Lyndale Ave., No.

MINNEAPOLIS :: :: MINNESOTA

KEEP POSTED

We carry the largest and most complete line of Store and Window Decorations.

Our Catalogue illustrated in colors is the most complete catalogue ever issued for Spring and Summer Decorations.

We can make prompt deliveries of most any quantity.

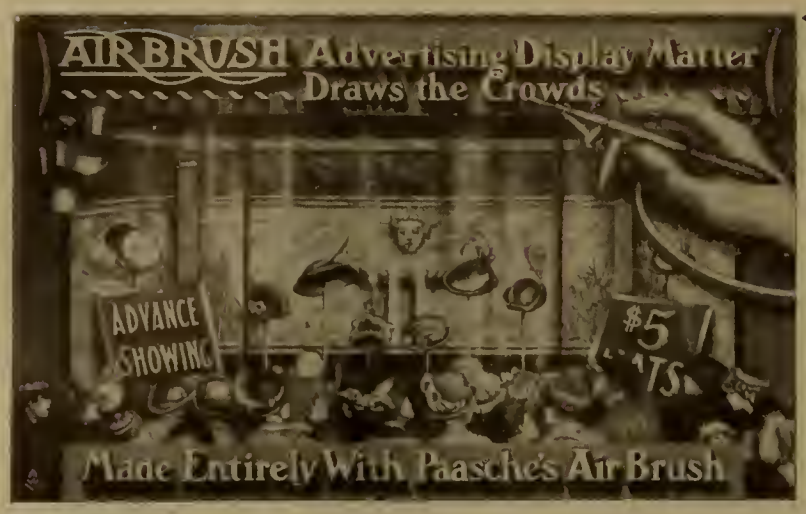


L. Baumann & Co.

Leading Importers and Manufacturers

357-359 West Chicago Avenue
Chicago, Ill.





YOUR WINDOWS are the MOST VALUABLE ADVERTISING SPACE—
Take advantage of it, and insist that your trimmers and card writers use the Paasche Air-Brush to make your displays the most attractive. It's a most profitable investment.

THE BEST ARE NONE TOO GOOD

For Leading Merchants and Department Stores

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering, and finishing your old fixtures, making them look new, and for numerous other purposes.

USERS' OPINIONS

Regarding Model "D"-2 Air Brush received through the above firm will say that this new model "Is great." Have used air brushes for the past five years or more but have never worked with a better tool. Yours very truly,
ROY M. ARIMOND, care of Alexander Reid & Co., Virginia, Minn.

I like my Model "E"-2 Brush better than any I have ever seen. "It fills all the requirements and covers a larger range of work than any other brush I have ever seen or heard of. Yours truly,
O. R. BOUNDS, Lapwai, Idaho

It gives me pleasure to state that your model "F"-2 Air Brush has given entire satisfaction. I am a student earning all my expenses in the card writing business and consider the air brush most indispensable for my work.
McKASKILL (The Student Sign Man) Austin, Texas

The Model "H"-2 Air Brush bought of you recently has been in constant use and has given entire satisfaction. There is no limit to the variety of effects that can be produced with it and the card writer that does not use one, is, I think very much handicapped in his profession. Thanking you for your prompt attention, I am
Yours very truly. W. E. REID, Cheraw, S. C.

Paasche Air Brush Co.

[Our catalog will interest you. Write now.

MANUFACTURERS
5 S. Clinton St. Chicago, Ill.

BEAVER BOARD



BEAVER BOARD in Show Window of W. H. Holliday, Laramie, Wyoming

Realism in this Show Window

WHAT shopper could resist the realistic effect of this window display! The home-like atmosphere appeals through the very glass. BEAVER BOARD was just the thing to carry out the idea.

BEAVER BOARD is the best all-around background for trade-bringing displays. Strong, rigid, yet light in weight, it may be used for any style of window trim. Learn more about it.

A post card will bring you a free, painted sample and the illustrated booklet, "BEAVER BOARD for Window Trims." Write today.

The Beaver Board Companies

United States: 322 Beaver Road, Buffalo, N. Y.
Canada: 522 Wall St., Beaverdale, Ottawa
Great Britain: 4 Southampton Row, London, W. C.

BEAVER BOARD
PURE WOOD FIBRE
Trade Mark

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading window trimmers throughout the country.

¶ In stock in convenient size in many different colors and patterns. Write for samples.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering



Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. **Practical Lettering Outfit** consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00. **Practical Compendium of Commercial Pen Lettering and Designs**, new and enlarged. 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc.; prepaid, $1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT D, PONTIAC, MICHIGAN, U. S. A.

An Attractive Show Window Sells Goods



A shirred shade, in good taste and style, will give to a store a cozy, clothed appearance that will attract.

We are specialists in the manufacture of shirred shades, valances, panels, window shades, upholstered cushions and other artistic treatments for store or home.

Send for samples, prices or designs.

THEO. H. MASTEN CO.,
34 East 9th Street NEW YORK CITY



The Conjurer

A life-sized figure showing different goods by mystic change.

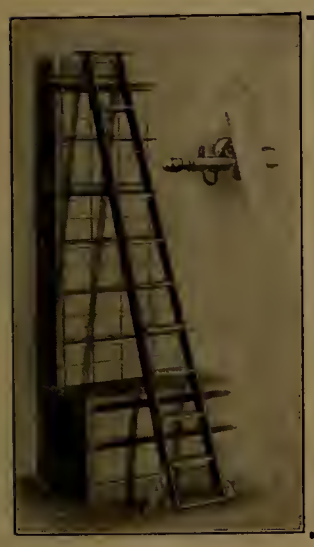
Draws immense crowds to show windows and creates lasting impressions in spectators by producing debate as to the mode of operations.

Has been adopted for exclusive use in their respective industries by two manufacturers of standard goods.

This device is sold outright to manufacturers or selling agents, or rented to retailers equipped for their specific use.

Write for further particulars.

Attractascope Mfg. Co.
Makers of Optical and Mechanical Window Displays
33 Wooster St. *New York*



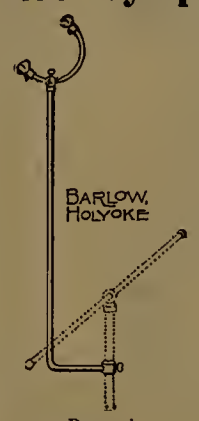
BICYCLE Rolling Ladders

are made in many styles and to fit all kinds of shelving

Send for catalog giving full description and prices

THE BICYCLE STEP LADDER CO.
61 W. Randolph Street, CHICAGO, ILL.

We Sympathize with the Decorator



Parasol Attachment

WHO IS EXPECTED TO PRODUCE EFFECTIVE TRIMS, WITH INFERIOR DISPLAY FITTINGS.

Merchants agree that the attractive window display pays better than any other kind of advertising, and yet many times they fail to provide the most important item in the make-up of the effective display, viz., appropriate Fixtures and Forms.

If you are interested in improving your Window Displays, let us send you our catalog of practical up-to-date Fittings, at prices which are right.

THE BARLOW COMPANY
No. 79-B Race St.
HOLYOKE, - - MASS.

The Advertising World
Monthly Magazine

The Magazine that Helps;
The Retail Merchant's Standby;
It is missed when time expires.

Contains more Helps, Hints, Suggestions, Specimen ads and explanatory contributions than any other publication. Intended for all retail merchants, window decorators, and those in any way interested in preparing advertising matter.

60 cents pays for one year's subscription including our revised booklet of 3671 Advertising Catch Phrases. Money back if not satisfied. Sample of magazine for stamp.

THE ADVERTISING WORLD
COLUMBUS, OHIO

Artificial Flowers
for Decorations of All Kinds

Suitable for window trimming and outdoor use, such as automobiles, floats, etc. If it is decorations, we make it, and save you money.

Send for samples, no catalog

M. Sylvester 150 Bleecker Street New York, N. Y.

IMITATION **GRASS RUGS** ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street NEW YORK

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago





This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only $1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

8 New Year's Windows.
White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
Washington's Birthday Windows.
8 St. Patrick's Day Windows
Spring Opening Windows.
Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
6 Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
5 Thanksgiving Windows.
4 Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*
10 Sale Windows.
Bas Relief Backgrounds.
Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50.

Merchants Record Co., 431 So. Dearborn Street Chicago, Illinois

Increase Your Salary

$10.00 TO $25.00 A WEEK

by learning to write Cards, Signs and Price Tickets. It isn't real work to do this "when you know how," and the art of lettering is easy to learn with a set of

The Card Writer's Charts

which consist of seventeen heavy cards 8½x11 inches, beautifully printed in six colors, inclosed with sixteen sheets of ruled practice paper in a strong covered box.

Price :: $1.50 Postpaid

This valuable work has been the means of raising the salaries of hundreds of trimmers and clerks whose employers have been pleased with their enterprise and added value to the business.

Send order and remittance to

The Merchants Record Co.
315 DEARBORN STREET :: CHICAGO

Plan Your Spring Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only $1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

Annual Prize Contest 1913

Closes December 1, 1914

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparativey small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc. Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current mouth.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before July 31, 1913.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

Sales—Under this head shall be considered the effect of the display in making sales.

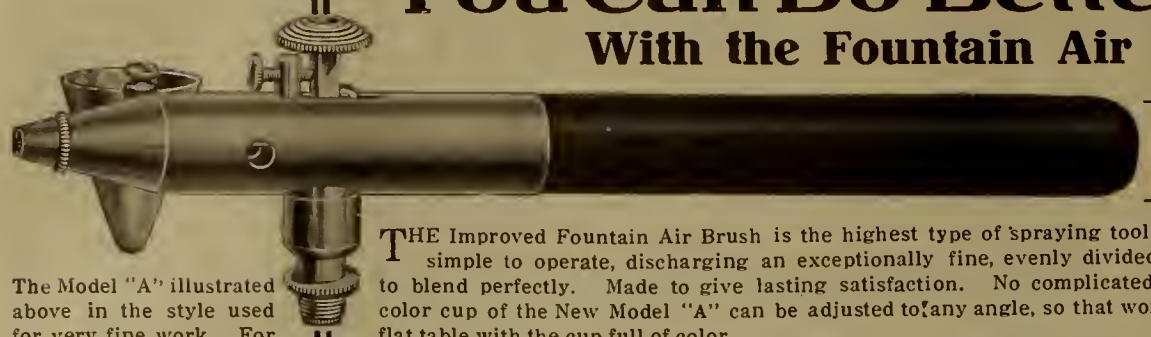
Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street CHICAGO, U. S. A.

You Can Do Better Work
With the Fountain Air Brush



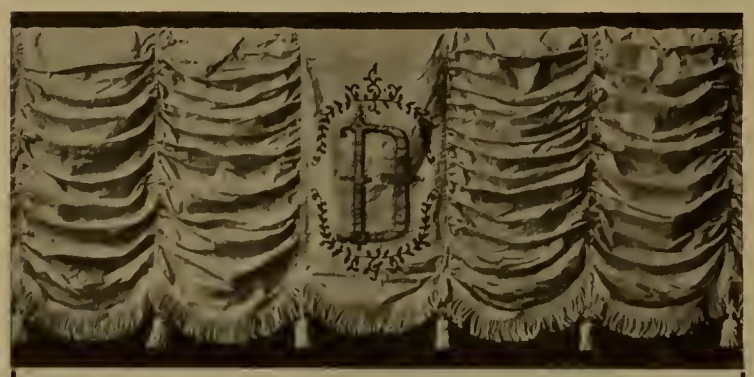
The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago



Show Window Shades and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

made and sold by us—will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your window trims that final completeness so necessary. Order now.

GET THE GENUINE

The Art Window Shade Company

2411 North Halsted St. CHICAGO, ILL.

Write today for catalogue showing great variety of styles and prices.

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1914 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.

A Help for the Card Writer

Every show card writer can get a lot of practical benefit from

Hess' Portfolio of Alphabets

This portfolio is new throughout and contains 29 unusually good alphabets—26 for the pen and 3 for the brush. They are full size, being lithographed on pages 11 x 14 inches. Whenever necessary the various strokes have been indicated by arrows.

These are all practical, workable show card alphabets and the beginner will find them a big help in his work. Even the most experienced card writer can get pointers from them that will be worth many times their cost.

Included with the alphabets are 100 ornamental panels for initial letters, to be pasted on cards. There is also instruction for mixing colors. All of this, express prepaid for $1.00 and if you're not satisfied you can have your money back without argument.

G. Wallace Hess, 1405 Olive Ave., Edgewater Station, Chicago

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

SALESMEN—We have openings for two experienced wood window display fixture salesmen, on straight salary. Only experienced men need apply. State experience. We manufacture the most complete line in the country. The Oscar Onken Co., Cincinnati, Ohio.

SALESMEN WANTED—By leading merchants throughout the West in dry goods, clothing, shoes and general merchandise—also window trimmers. Excellent conditions in the West for rapid advancement. Write Business-Men's Clearing House, Denver, Colo.

WANTED—Representatives everywhere to report information, names, etc., to us. We have contracts to supply big M. O. Firms, Manufacturers, etc. No canvassing. Spare time. Big Pay. Enclose stamp. Address National Information Sales Company, BHR, Cincinnati, Ohio.

HOW DO YOU DO WITHOUT GENUINE CEYLON PRECIOUS STONES AND PEARLS ?

A SAMPLE PACKET 100 carats cut and polished stones or 20 carats Pearls for 75 cents, post free to any address in the world on receipt of price. Send International P. O. Money Order. Write today. List free. Established 1878.

Messrs. A. S. Fuller & Co., South Porcupine, Can., say:—"Blue sapphires received O. K. Many thanks."
Capt. G. H. Walden, Maymyo, says:—"Much pleased with Green Sapphires received by my wife."

J. WICKRAMANAYAKA & CO., Gem Merchants, Kalutara, Ceylon

PERFECT AIR BRUSH INKS

Snowberry Air Brush Inks are the result of years of careful experimenting, **THEY ARE ABSOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. $4.00
Sample Order, c. o. d., 7 half-pints, different colors. 2.25

ROBERT HOSKIN, Manufacturer
625 Greenwich Street NEW YORK

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Useful Books

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KOESTER SCHOOL BOOK OF

DRAPING



By GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes
Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
Miscellaneous Form Drapes
Arm Form Drape
Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping
Panier Drapes
Flanelette Drapes
Children's Form Drapes
Wax Figure Drapes
Waist-Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of $3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



How To Get Trade?

This is the all important question that is constantly uppermost in the mind of the aggressive retail merchant.

A book that is filling the popular demand among Up-to-Date Merchants and Advertising Men everywhere is

SALES PLANS

A collection three hundred thirty-three business-bringing Sales Plans and Practical Advertising Suggestions that have been used successfully by well-known stores. The book is divided into sixteen chapters, as follows:—Special Sales, Selling by Mail, Store Expositions, Getting Holiday Business, Christmas Schemes, Co-operative Advertising, Store Papers, Souvenirs and Premiums, Getting Trade Through Children, Money-making Ideas, Contests, Needle Work, Voting, Guessing Contests, Package Sales, Sensational Advertising.

Printed on best paper, size 6½x9 inches, fully illustrated with reproductions of Advertisements, Circulars, Posters, Letters, etc.

Shipped prepaid to any address on receipt of
$2.50 for Cloth; $3.00 for Full Morocco

The Merchants Record Co. Publishers 315 Dearborn St., Chicago

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today

(Coin or stamps)

and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

MERCHANTS RECORD and SHOW WINDOW

431 So. Dearborn St., Chicago

Publications of
THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription $2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, $3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of $3.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays iluustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of $2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of $2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of $1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year___ $5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year_____ 4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year _____ 4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year_____ 3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense four portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.
"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.
"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.
"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of $2.00.



Curtis Says

"Why lose sales because of poorly lighted show windows when it is *cheaper* to have the best lighted windows in town? Our booklet, "Show Window Searchlights" tells how and why. Your copy is ready for you. Ask for it.



Valance No. S. A.

YOU can improve the appearance of your windows 100% by installing *attractive, well made* valances. Poor ones are worse than none at all. Curtis-Leger valances, like Curtis-Leger forms and fixtures, are the *best* made and our name and reputation is back of this statement.

Our designs are original, unique and in perfect taste. We will send you samples of the materials we use and also our Folder of Designs if you will mail us dimensions of your store front. Do it today.



No. 1315

We haven't the room here to show one hundredth part of the new, live fixtures and forms we have developed to "Help You Sell Your Goods."

No. 1315 is one of the best. The natural finish pine top tilts and swings to any angle and the sleeve boards are adjustable to any position. Mounted on extensible standard and square base. The illustration on the right shows how these stands are used. Note the attractive appearance of the sleeves.



CURTIS-LEGER FIXTURE CO.

237 Jackson Blvd.
CHICAGO

VOL. XXXIV MAY, 1914 NO. 5

MERCHANTS RECORD AND SHOW WINDOW





Norwich Fixtures
Will Save You Money

They are not as cheap as some—but are worth the difference

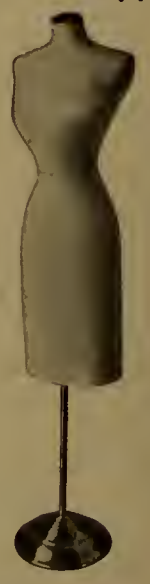
Steel Revolving Rack

Not the ordinary cheap rack that's on the market, but is solid and substantial in every way. A trial will show you the difference.

Price $9.00 Each

Suit Form No. 252

Brim full of style, made in the Norwich way — which tells the story. Covered with — Jersey, Sateen or Satin. Prices vary according to covering selected.



Send for Catalog

The Norwich Nickel & Brass Co.
Norwich, Conn.

Salesrooms

New York
712 Broadway

Boston
26 Kingston St.



One of the windows of Stern Bros., New York, equipped with "Pittsburgh" Show Window Reflectors

Write for Booklet "Show Window Lighting."

Pittsburgh Reflector & Illuminating Co.
3117 Penn Avenue : : Pittsburgh, Pa.

Your Show Windows



form a large part of the expense of your store, not only in time and material used in their trimming, but a large part of your rent is based on their potential value; but they are absolutely necessary to any retail business. This expense must be incurred. Are you getting the maximum results that might be obtained?

The average window trim is under artificial light one-half the time, and, if properly lighted, is then most effective.

Are Your Windows Properly Lighted?

You can pay large rent for your show windows; you can hire the best of window trimmers, but if you neglect the proper lighting you will cut down the effectiveness of your windows largely.

Walk across the street and look at your windows. Are they attractive and alluring, or does the trim, no matter how good, look obscure from this point? ***"Pittsburgh" Show Window Reflectors*** will give your windows life, character, individuality and a pulling force even from this distance. The cost is nominal.

Reduce the Cost of Doing Business

CENTRALIZE your cash and credit sales—keep your clerks selling goods, not acting as cash-boys and it's not economy to have a lot of cash drawers with typewriter keys, etc., for they not only take the clerks time to operate but they greatly increase your investment; add to the cost of the many cash drawers the expense and risk of keeping each drawer supplied with at least $25.00 in change. To register sale-totals does not *prevent* mistakes. The only safe and correct way is to have your money or goods checked by two sets of hands and brains. Connect up your cashier or inspector and clerks with a BALDWIN CARRIER SYSTEM. Let us help you solve your problem. Give your clerks more time to make sales. They are worth most to you by giving their undivided attention to customers.



Tell your problem to Mr. Baldwin who will personally study it, and benefit you in so doing.

The Flyer Cash Carrier

is absolutely unequalled for **Steep Grades, Speed, Easy Operation** and **Neat Appearance,** only one fine track wire to each station.



Even a Child Can Send It.

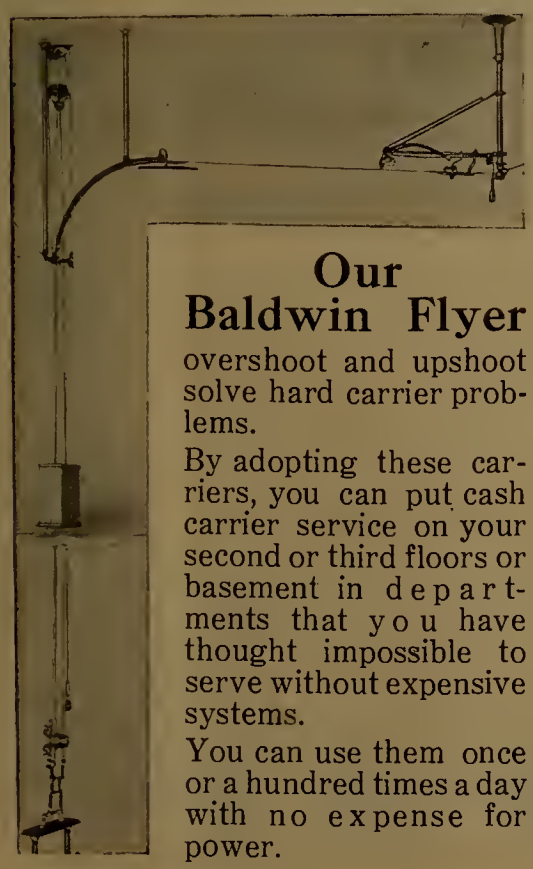
This cut shows the Baldwin Bracket for Sales-Station support.

Baldwin Flyer Ball-Bearing

No oil required, think of it. No more dripping oil to damage goods and collect dust.

Cash and Package Carriers

SAVE TIME



Our Baldwin Flyer

overshoot and upshoot solve hard carrier problems.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

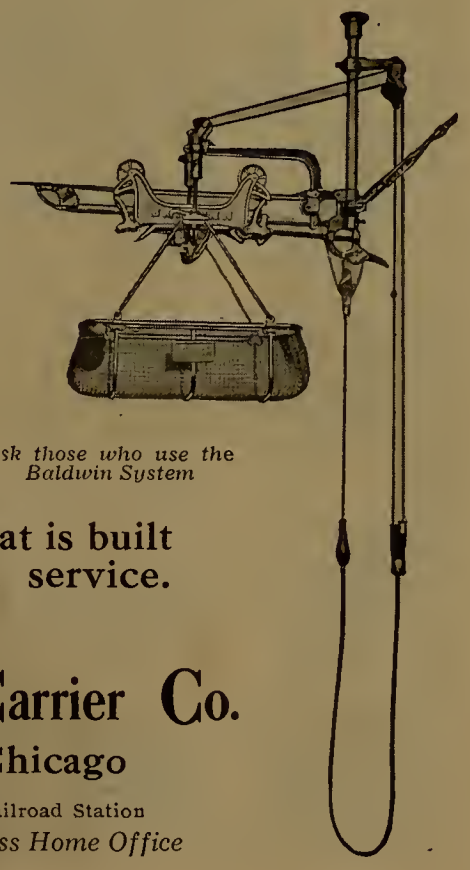
You can use them once or a hundred times a day with no expense for power.

EASIEST TO SEND

Give permanent satisfaction, that's worth most to you.

23½ years of Baldwin Success is your guarantee of perfect satisfaction.

No spreading wires to crystallize, break and fly through the store. BALDWIN'S Track wires are stationary, permanent and Never Break, as they are NOT used to propel the Carrier. Baldwin's propulsion is most powerful; compact, as well as easiest to operate.



Ask those who use the Baldwin System

Get a Baldwin Carrier that is built for a lifetime of hard service.

Write Us Today

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

Light Your Window—Not the Sidewalk



Here is a side view of a show window in which the light is focused exclusively *on the merchandise.*

No light is thrown on the sidewalk; therefore none is wasted. There are no glaring bulbs to blind the spectators; neither are there any dark shadows to mar the beauty of the goods.

This is the kind of illumination you get when your windows are equipped with the

FRINK AND J-M LINOLITE
Systems of Lighting

The clear, steady light produced by these systems is the nearest approach to daylight known in the commercial world. Yet in spite of its great illuminating power, it lends tone and effectiveness.

These systems consist of a series of tubular incandescent lamps about a foot long and 1-inch in diameter, set in powerful reflectors. When desired, reflectors are made for standard base lamps.

Over 25,000 merchants are now using the Frink and J-M Linolite Systems. Besides getting better illumination than they formerly had, these merchants are actually saving money on current consumption; and it didn't cost them very much to remodel their lighting system.

Write our nearest branch today for Booklet No. 410

JOHNS-MANVILLE SERVICE COVERS THE CONTINENT

H. W. JOHNS-MANVILLE CO.

Sole Selling Agents for Frink Products

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries, Fire Extinguishers, etc.

Albany Baltimore Boston Buffalo Chicago Cincinnati Cleveland Dallas Detroit Indianapolis Kansas City Los Angeles Louisville Milwaukee Minneapolis New Orleans New York Omaha Philadelphia Pittsburgh San Francisco Seattle St. Louis Syracuse

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED. Toronto Montreal Winnipeg Vancouver 2094

Member of the Society for Electrical Development, Inc. "DO IT ELECTRICALLY"

LYONS

"HESITATION" DRAPING FORM

This form on account of its Frenchy gracefulness has scored by far the greatest hit of the Spring Season. It is the most lifelike draping form ever devised. The demand at times has been almost greater than we could supply, but we are up on orders now.

Illustrated Booklet Free

Did you get your copy of our free booklet which describes in a simple and practical way the great possibilities for using most effectively "Lyons" "Hesitation" Draping Forms? Send for a copy today.

We Also Manufacture Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, etc.

WRITE FOR CATALOGUES AND PRICES

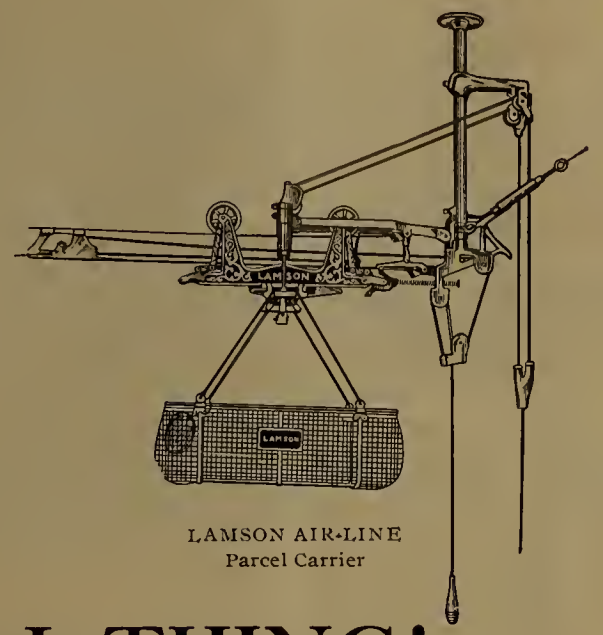
HUGH LYONS & CO., 802 E. South Street, Lansing, Mich.

New York Salesroom, 686 Broadway Chicago Salesroom, 313 Jackson Blvd.

LAMSON



THE ELEVATED CASH CARRIER
Made to serve upstairs or basement departments from a central desk located either on floor or balcony.



LAMSON AIR-LINE
Parcel Carrier

LAMSON CARRIERS are the REAL THING!

¶ When you buy or lease Lamson Carriers you get the very latest and best results of thirty-five years' carrier experience —NOT imitations of expired, discarded or obsolete Lamson inventions.

¶ Lamson Carriers give quick service and protect every transaction by duplicate records and immediate centralization. They save useless running back and forth. They give your clerks more time to attend to customers. They economize floor and counter space. They save wages and soon pay for themselves.

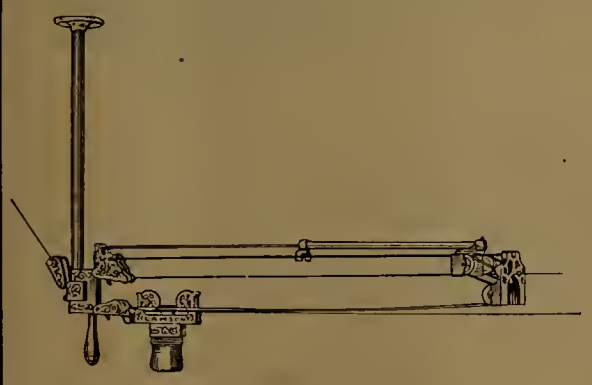
¶ Lamson Carriers include more than fifty styles and range from $7.50 per station upwards to the costly Mail Conveyor System. They are made to cover the needs of the three-clerk or the three-thousand-clerk establishment—

ASK YOUR NEIGHBOR!

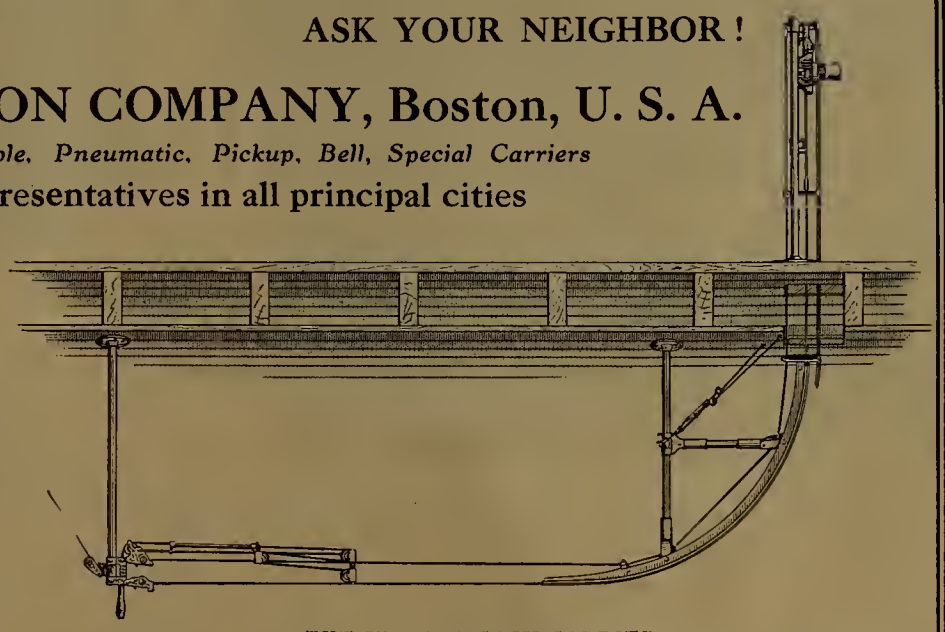
THE LAMSON COMPANY, Boston, U. S. A.

Wire, Cable, Pneumatic, Pickup, Bell, Special Carriers

Representatives in all principal cities



LAMSON AIR LINE
Cash Carrier



THE UP-SEND CASH CARRIER
Made to serve an upper floor from a main floor cash desk.

SERVICE



An Old Store with a New Front

54 years the Appeldoorns did business behind this old Front—always did a good business and made money—but when they installed their KAWNEER STORE FRONT their business was increased 40%. The new Front actually paid for itself in eight months. Now and for years to come the profits on the increased business will go straight to the profit column. Think of the sales this one Store lost because of the old Store Front—and if yours is an old Front you are losing sales just as the Appeldoorns did. Let their experience (together with the experience of thousands of other Merchants behind KAWNEER FRONTS) help you to increase your business.

Within three doors of the Appeldoorn Store, a KAWNEER FRONT is making money for Max Livingston. In a letter he said, "We are very much pleased with our new Front that you have installed for us, are only sorry that we did not have it done years ago as we can now see it is the best asset a Merchant can have—it is better advertising than a newspaper"

Never before could a KAWNEER STORE FRONT do you so much good as now—never before could one pay you such big returns on the investment. The success of every commodity is dependent upon its usefulness—in the case of Store Fronts it's *sales*. If you intend to install a new store Front, let the experience of 30,000 KAWNEER users help you. Don't let sentiment move you—guide yourself by the paid-for experience of other Merchants.

Kawneer
STORE FRONTS

Store Front Book

For eight years we've specialized in the designing, manufacturing and installing of modern KAWNEER STORE FRONTS—our experience has been the experience of Merchants and by this we believe we are competent to help you with your new Front. Don't risk the amount of money you will necessarily spend for any kind of Store Front when you can secure "Boosting Business No. 14" for a mere post-card. "Boosting Business No. 14" is compiled expressly for you Merchants—it contains photographs and drawings of many of the best paying Store Fronts in the country—both big and little. See what other Merchants have done in erecting dividend paying Store Fronts.

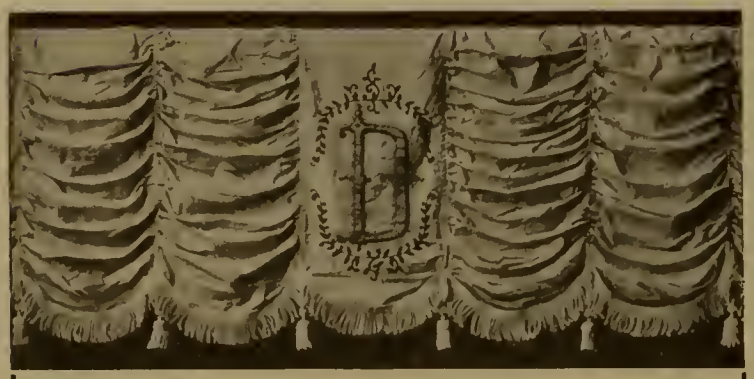
Just a post-card for "Boosting Business No. 14" will bring it to you by return mail. No obligation.

Kawneer
Manufacturing Company
Francis J. Plym, President

Factories
Niles, Michigan
San Francisco, Cal.
Toronto, Canada

DEPT. E
142 FACTORY ST.
NILES, MICHIGAN
HOME OFFICES

We Have a Branch Near You



Show Window Shades and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

made and sold by us—will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your window trims that final completeness so necessary. Order now.

GET THE GENUINE

The Art Window Shade Company

2411 North Halsted St. CHICAGO, ILL.

Write today for catalogue showing great variety of styles and prices.

CHANGE YOUR SIGN

When You Change Your Window



Reynolds Transparent Signs with Interchangeable Letters

will enable you to make any change desired in a few minutes. A perfect day sign and one you can burn all night for *60 cents a month.* From 72 to 115 letters and figures furnished with each sign according to size.

Send for Circulars.

Reynold's Dull Flasher Co.

18 So. 5th Avenue, Chicago.

L. B. King's China and Glass Store



Daylighted With Luxfer

(DETROIT, MICHIGAN)

A good location in a store is its best asset. Yet what would that location be worth if you would keep it in total darkness—NOTHING. You could neither show the goods nor sell them.

Now artificial light is only half light, at its best it does not compare to Natural Daylight. Everyone admits this.

LUXFER DELIVERS THE DAYLIGHT AND BETTER BUSINESS WITH IT.

Everyone who has *used* it also admits this.

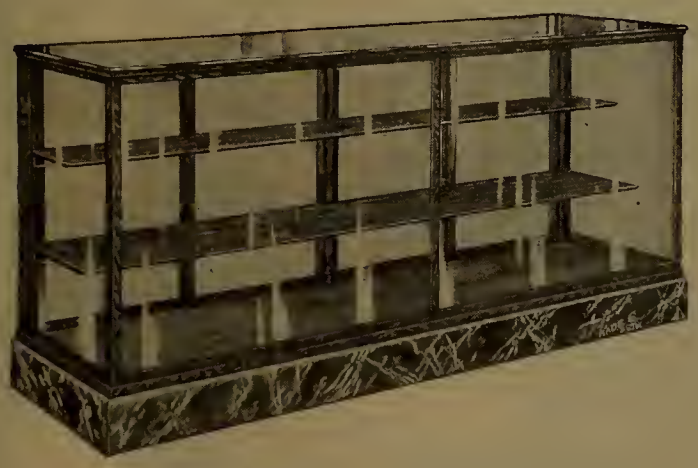
LUXFER is revolutionizing the method of Daylighting the Country's best stores—large and small. It is not merely a store's asset—it is a *necessity*. By making a store lighter it makes it brighter, more attractive, pleasing, and promotes the most ideal selling and buying conditions that are possible. Let us tell you how. Write.

AMERICAN Luxfer Prism COMPANY

Chicago—Heyworth Bldg.
Boston—49 Federal Street
Cleveland—419-20 Citizens' Bldg.
Duluth—310 W. Michigan Street
Indianapolis—20 Union Trust Bldg.
Kansas City—909 N. Y. Life Bldg.
Milwaukee—Stroh Bldg.
New York—507 West Broad ay
New Orleans—904 Hennen Bldg.
Philadelphia—411 Walnut Street
Rochester—38 Exchange Street
Dallas—Builders' Exchange
San Francisco—445-47 Turk Street
Los Angeles—928 S. Main Street
Detroit—Builders' Exchange
St. Paul—365 University Ave.

Show Cases and Store Fixtures

As You Want Them



Floor Cases of Any Description

"Kade Fixtures" are Quality Fixtures

Design Correct, Material and Workmanship the Best Have Been Known as Such for Over 25 Years

Write for Catalog "D"

C. F. Kade Fixture and Show Case Co.

The Quality Line Plymouth, Wisconsin

You Should See Our "PLYMOUTH PARAGON" Display Cases, Great Value, Low Price

Solve Your Crowded Space Problems

Your merchandise cannot be properly taken care of, nor displayed correctly if you are crowded for room.



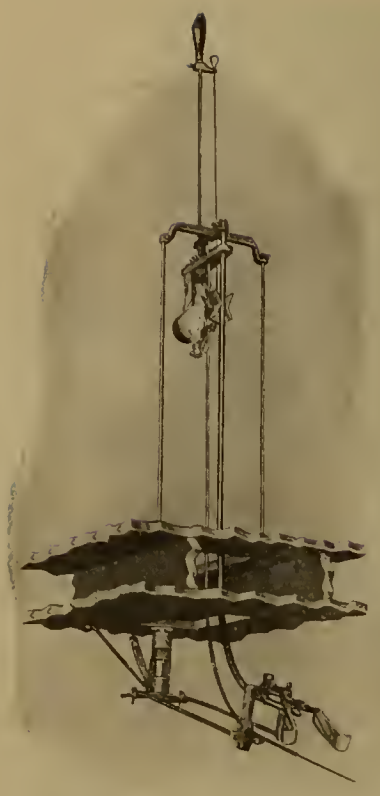
Blaine's Adjustable Shelf Brackets

pay for themselves almost before they are installed in any modern store, because our brackets provide for fully 30% more shelf room and add from 100% up in increased attractiveness.

The shelves are adjustable to any required height and you can have the shelves as long and deep as you desire.

Write for particulars

Piqua Bracket Co., Piqua, Ohio



THE GIPE LOOP-THE-LOOP.
This type of carrier originated and controlled by us.

Your Positive Guarantee

A Mutual Protection

Install Gipe Carriers, use them ten days, put them to every test, and if they do not give quicker, better and more economical store service than any other system, you may return them at our expense.

No Rubber or Cords Used on Our Cash Carriers



The Gipe Grade Cash Carrier

Is easily operated on steep grades.

Especially simple and effective.

It is the only carrier eliminating repairs and attention to insure good service.

The track wires are fully protected against crystalization; thus overcoming the breaking of wires.

All repairs for "Gipe" Carriers are furnished free by us for five years.
(Cord used on Package Carriers and Lifts only excepted)

We make High Grade Carriers for all purposes. Level, grade, curve, loop-the-loop and basement loop **Cash** or **Message Carriers.** Elevated and Low Level **Package Carriers.**

Send for our complete 20 page Catalog

Gipe Store Service Company, Home Office, Medinah Bldg., Chicago



THIS New Big 64-Page Idea Catalog

has made thousands of merchants "sit up and take notice." It is packed, jammed and crammed plumb full of money-making ideas for window trims. If you haven't a copy of this wonderful book—get busy with the postal card or letter and you'll have your copy in the next mail. It's a veritable mine for ideas, suggestions, trims, etc., for Clothing stores, Furnishing Goods stores, Hat stores, Shoe stores, and others as well. It shows you the ideas and fixtures being used by the smartest stores in all parts of the world—POLAY FIXTURES. It shows you what YOU need to make your windows the "Hit" of the town. You may have a copy for the mere asking. Do the "mere asking" today. Back comes your book tomorrow.



Polay Half Bust Form

No. 601. Polay's Half-Bust Form Shirt Displayer, untrimmed. Showing papier mache front covered with white jersey. Adjustable tube standard 12 in. to 22 in. tilting top, 6-in. base.
Price, each$ 1.75
Price, dozen 21.00

The Original and Only POLAY FRENCH LEG Plateaux

The Plateaux shown below were originated and designed by Mr. D. A. Polay.



The above cut shows the very stunning French Leg plateaux designed and originated by Mr. D. A. Polay. This plateaux has removable top slab to allow the draping of plush with most beautiful effects. Removable French Legs for low effect trims. We carry these in stock all ready to ship in ANY finish you want. For special finish send sample. These plateaux will give you beautiful window trims. Order a set today.

No. 502B. Plateaux. 18x18 tops; 8 in. high. Mission finish.....$3.00
Polish or dull rub..... 3.50

No. 502B. Plateaux. 18x18 tops; 18 in. high. Mission finish.....$4.00
Polish or dull rub..... 4.50

No. 502B. Plateaux. 18x18 tops; 12 in high. Mission finish$3.50
Polish or dull rub..... 4.00

Complete Set of Three Plateaux, as Illustrated Above.
Mission Oak Finish, $10.50. Polished or Rubbed Finish, $12.00.

POLAY FIXTURE SERVICE 926 FULTON STREET CHICAGO, U. S. A.

The difference between KEEPING Hats—and SELLING them—

Some merchants *keep* hats just as if they loved them so dearly it would be pain to part with them.

—And there are other merchants, who deem it highly healthful to do the acrobatic act illustrated to the right of this advertisement in order to bring forth a new Lid for some very patient individual to Lift.

Well such store-keeping isn't *merchandising*. It is *keeping* hats, not *selling* Them.

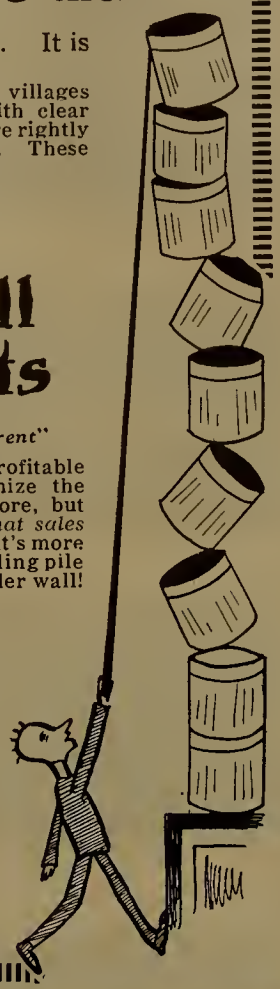
Prospering merchants, those in large cities or small villages who wear smiles, drive Fords, and go to church with clear consciences, invariably have a *hat* department they are rightly *proud* of. And their customers too are proud of it. These profit-bearing Hat Departments generally consist of



Illinois Hat Wall Cabinets

"their superiority is so apparent"

Illinois Hat Wall Cabinets are profitable not only because they modernize the whole appearance of your store, but chiefly because they *increase hat sales* by *tempting hat buyers*—and that's more than you can say about your tumbling pile of band-boxes floating down from yonder wall!



Maximum Capacity—Minimum Depth

Illinois Hat Wall Cabinets are essentially built to serve *your interests best*. The Hat Cabinets are only 31 inches deep, to save your valuable floor space.

The Illinois Hump

on the revolving nickel fixture holds all Hats, even Straw Hats firmly on the Rack no matter how fast you may turn it around.

Plenty Hat Space

Each hat is given plenty of room in Illinois Cabinets, so Soft Hats and Straw Hats rest just as comfortably as their narrow-rimmed Stiff Cousins.

Many More Points of Superiority—

more than we can tell in this space—so if you will drop us a card, we will be glad to send you our catalog, which illustrates this superior cabinet and describes it fully.

Send for this catalog now—before you turn the page.

Illinois Show Case Works
1735-43 No. Ashland Ave., CHICAGO, ILL.

P.S. Send also for Catalog of Illinois Clothing Cases, Outdoor Cases, Show Cases, or any other cases you may be interested in.

Compo Board

COMPO-BOARD must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. Will not warp or buckle.

COMPO-BOARD is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Sample and Book Free

Tells In An Interesting Way All About This Modern Wall Board



COMPO-BOARD SETTING BY W. H. HINKS, MINNEAPOLIS, MINN.

Northwestern Compo-Board Co.
1404 Lyndale Ave., No.
MINNEAPOLIS :: :: MINNESOTA



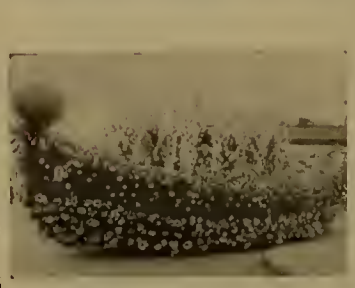





SCHACK'S

Floral Parade Book and 1914 Supplement

The greatest book ever published on the subject of decorated vehicles of all kinds for floral parades. The new supplement, just off the press, brings this splendid book strictly up-to-date. If you have not received a copy, send for it at once. It tells all there is to know about parade decorating.






400 BEAUTIFUL ILLUSTRATIONS

The largest and best collection that has ever been made of decorated autos, floats, carriages, etc. Many of them are prize winners.

This book is indispensable to the parade decorator. It contains hundreds of ideas that can be found nowhere else. Fine, clear pictures with descriptions and all necessary information.

It cost thousands of dollars to produce this book, but we will gladly send it free to our customers.

If you are not a Schack customer send 25 cents for this valuable book and this amount will be credited on your first purchase amounting to $5.00 or more.



Here is the book you need.

There Is No Other Book Like This

Schack's Floral Parade Book is the only one of its kind that has ever been published. It contains many times more pictures than have appeared in all other similar books combined.

There are illustrations of decorated vehicles of every description from the largest motor truck to the smallest pony cart. No matter whether you wish to spend much or little money on your decorations, this book will show you how to spend it to the best advantage.

The best decorators in the country have contributed their ideas to make Schack's Floral Parade Book an encyclopedia of ideas and practical information on every branch of parade decorating.

Schack's Excello and Flowers have won more prizes in Parades than those of all other makers combined.



The Schack Artificial Flower Co.

1739-41 Milwaukee Ave. Chicago







How to Organize a Floral Parade

Schack's Latest Book



This is a brand new book of 32 pages that tells all there is to know about organizing a Floral Parade. It tells how to start the movement—how to appoint the committees, how to classify the cars—how to collect the money—how to line up the parade, and every other detail from start to finish. This book is based upon years of practical experience and will prove of the greatest value to every one interested in Floral Parades. By following the simple instructions any one can get up a parade—and what is more important—make a big success of it.





This is Excello, Patented May 9, 1911, No. 992068, the original floral sheeting invented by Jos. Schack. All others are imitations.



How to Organize a Parade

will be sent free to any Schack customer. If you are not one of our customers, send 25 cents for this book and that amount will be credited on your first purchase amounting to $5.00 or more. Send for it now and get a parade started. It will mean more money for every decorator and more business for every merchant in town.



Schack's Excello Is the Only Genuine

Schack's Original Excello is wonderfully superior to the cheap imitations that are offered. You have only to compare Excello with others to see the difference and realize that there is only one Excello. Do not be deceived by pictures or similar names which are used only to benefit from the reputation that has been earned by Schack's Excello.



Schack's Artificial Flowers

Discriminating decorators who appreciate quality and who understand real values have found that Schack Flowers are the best for all-'round decorative use, whether in the show window or for parade work. They cost only half as much as cloth flowers and serve their purpose just as well.



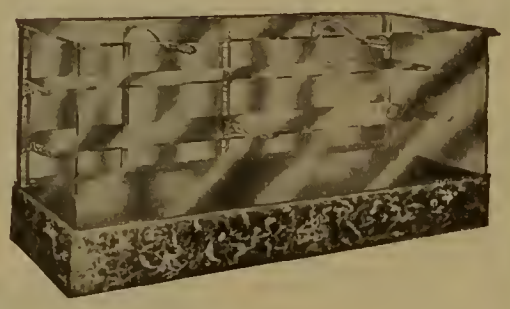
Send now for "Schack's Floral Parade Book" and "How to Organize a Floral Parade." There is money in these books—for you.



The Schack Artificial Flower Co.

1739-41 Milwaukee Ave. Chicago

Your Best Salesman



—and your most economical. Not saying much but always on the job, well appearing and giving tone and life to your merchandise. That's the

Quincy Special Show Case

It's a producing asset for your business. Correctly made by skilled workmen from the highest grade materials. There's a Quincy Special for every display need. Write for catalogue on store equipment.

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.
DALLAS, TEX. 907 Commerce St.
WICHITA, KANS. 301 Beacon Building
PITTSBURGH, PA. 949 Penn Ave.
JACKSONVILLE, FLA., 20-28 Julia St.

Winter Fixtures

The Standard of Quality and Style



Unequaled in designing and building all kinds of store furniture, show cases, etc. Combining practical arrangement with quality of material, workmanship and finish.

Winter Company

Manufacturers

Sheboygan Wisconsin

Representatives at All Principal Centers
Catalog 14H sent upon request

KADY

SUSPENDERS



are sturdy, comfortable and practical. Kady quality goes into every pair made. Only the highest grade of flexible webbing is used. Every seam and fastening is carefully reinforced to stand long continued wear.

The Double Crown Roller

a patented feature, automatically shifts the webbing with the wearer's every movement, preventing binding on the shoulders or the slighest hampering of free action.

Kady suspenders attract new customers wherever they are shown. They are worthy of the careful consideration of every dealer who keeps in touch with the wants of discriminating men.

Retail at 50c and 75c

Prices to dealers $4.00 and $4.25 dozen.

Valuable selling helps are furnished free to the trade.

THE OHIO SUSPENDER CO.
Mansfield, O.

Makers of all kinds of suspenders, belts and garters

Special Prices Floral Parades Special Prices

Any practical decorator will find it an easy matter to make extra money during the dull summer months if he will go into parade decorating as a side line. He will find it an easy matter to secure the co-operation of merchants, automobile dealers and others in promoting Flower Parades of autos or floats. Such a parade will prove a fine advertisement and a trade bringer for any city and it will furnish the decorator a lot of easy work that is paid for at a high price.

Get up a parade for your city and we will be glad to help you.

You can also pick up extra money by doing special work for restaurants, hotels, cafes, etc. Write us about this special work and we will give you some excellent pointers.

We Are Headquarters for Decorations for Flower Parades

We have a splendid line of paper flowers and decorative specialties for trimming automobiles, floats and other vehicles. These are specially made for parade work and will be found to be the best designs, the best colors and the best values in this class of goods on the market.

Our well-known reputation for the best goods at the lowest prices stands behind these inexpensive parade goods the same as it does behind our famous high grade flowers. The Botanical guarantee of satisfaction goes with every thing we sell.

No matter what you want for parade decorating, we can save you money.



Made in Chrysanthemum or any flower effects Any shade desired

This is the celebrated Botanical Floral Sheeting, the best ever produced for decorating floats or automobiles. Inexpensive, easy to apply and produces a fine effect. Mounted on heavy tarlatan, any color. Per square yard..... **$0.75**

——Note These Very Special Prices——

All of the following are large and perfect in every respect—fully guaranteed. The stems of flowers are made short which reduces the price and is just as good for parade work.

	Dozen	Gross
American Beauty Rose, large flowers finely colored, with foliage, any color	$0.40	$4.00
American Beauty Rose, crepe paper, regular size, any color, short stem	.40	4.00
Apple Blossoms, in bunches, 5 flowers and 2 leaves to bunch	.65	7.00
Carnations, fine flowers and good foliage, any color	.12½	1.00
Chrysanthemums, regular size, perfect in form and color, any shade, without foliage	.25	2.50
Chrysanthemums, with foliage, extra large	.35	3.50
Special Long Stem Chrysanthemums		2.85
Easter Lilies, regular size, white, with foliage	.35	3.00
Festooning, tissue paper, white, red, green and red, white and blue, comes in rolls of 30 feet, per dozen rolls	1.50	
Fleur-de-Lis, regular size in lavender tints, without foliage	.40	4.00
Horse Plumes, tissue paper, large and effective, any color	1.00	
Lilacs, large flowers and good foliage	$0.40	$4.00
Orchids, regular size with foliage, any color	.40	4.00
Pampas Plumes, for horses or decorating, best imported, natural color	1.00	
Pampas Plumes, assorted colors, red, green, yellow, white or blue	1.25	
Poinsettias, regular size, any color	.40	4.00
Popples, regular size, any color, short stem	.35	3.00
Roses, short stems, without foliage, regular size, any color, per gr.	$2.50	
Snow Balls, regular size flower and foliage, white and yellow, with foliage	.35	3.00
Without foliage	.25	2.50
Water Lilies, perfectly colored flowers and good foliage, white and green	1.35	15.00
Wistaria (Japanese), tinted, with three sprays of foliage to each flower, regular size, per gr., sprays complete	$8.00	

ALL FLOWERS WITH LEAVES, STEM 12 TO 18 INCHES LONG, 35c EXTRA BY THE GROSS

Make out your order from this Special List for Store and Window Decorations

WRITE FOR COMPLETE CATALOG

The Botanical Decorating Co., 504 S. Fifth Ave. CHICAGO

Made In Grand Rapids

Everything for Men's Apparel

WHETHER you need a single display case or fixtures for the largest kind of a store you will find everything in equipment for the display of men's apparel in the Welch-Wilmarth line. You will find in the line the latest ideas for the display and protection of merchandise, as well as the best in the way of "unit" construction and arrangement. Our National Organization is prepared to give you unsurpassed service in everything from the designing of the plans to the regular inspection of your equipment.



THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

The Wilmarth Line contains everything but clothing cabinets and revolving wardrobes. Special cases and cabinets for all kinds of men's apparel are included in the "line." Many exclusive features of construction are made under Wilmarth patents.

Order NOW for Fall Delivery



Order NOW for Fall Delivery



THE WELCH SYSTEM

The Welch System covers all kinds of clothing cabinets, and includes the Welch Revolving Wardrobes. Welch Wardrobes are the "last word" in selling methods for clothing, and contain many exclusive features and refinements.

Write for Catalogues—or visit the WELCH-WILMARTH Show Rooms

Several catalogues are issued to cover the above lines, and if you will tell us your needs we will send the ones of interest to you. We will gladly make suggestions or plans without obligation on your part. When near one of our showrooms drop in and look over the latest ideas in equipment. It pays as well to keep posted on equipment as on merchandise.

WELCH MANUFACTURING CO. WILMARTH SHOW CASE CO.

7 Lyons Street 1524 Jefferson Avenue

GRAND RAPIDS, MICHIGAN

(Wardrobes licensed under Smith Patents)

New York.....732 Broadway
Chicago....233 West Jackson Blvd.
Boston.....21 Columbia St.
St. Louis.....1118 Washington Ave.
Minneapolis.....100 Kasota Bldg.
San Francisco.....1109 Mission St.
San Francisco.....515 Market St.
Pittsburgh.....406 House Bldg.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXIV
NUMBER 5

MAY 1914

Single Copies
Twenty-Five Cents

STORE OUTFITTING

PICTURES AND DESCRIPTION OF A MODEL ESTABLISHMENT IN A CITY OF MODERATE SIZE—A LONG, NARROW ROOM WELL LAID OUT AND EQUIPPED WITH THE MOST MODERN FIXTURES

G. F. Cooper

EDITOR'S NOTE: This is the fifth of a series of articles on the subject of store outfitting that will appear throughout the coming year. The writer of these articles is a practical designer of retail stores of all kinds. He has for years been working out problems of arrangement and equipment and his experience has been of such a varied character that he may be regarded as an authority on this subject. In the coming articles the author will describe in detail how stores in various lines have been laid out and equipped. These stores will be selected as models of store planning and outfitting.

IF EVERY MERCHANT could have his store room built to order and of just the shape and dimensions adapted to the requirements of his stock, the matter of planning the layout would be a simple matter. Unfortunately few store rooms are "made to order." The high values of real estate facing on leading business streets has been a strong influence on the shaping of store rooms. It has had a tendency to make them long and narrow. Among stores of moderate size there are more long narrow ones than there are of any other one shape. Most of these have a frontage of 25 feet or less and their depth may be anywhere from 75 to 150 feet.

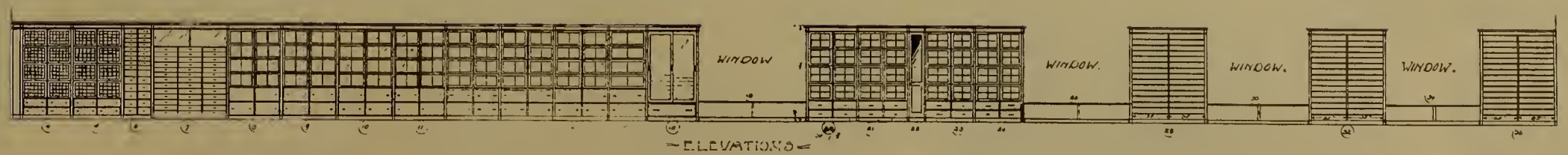
While good fixtures and proper equipment are highly essential in any store, they are vital in the long narrow store. The space must be used to the best possible advantage both in taking care of stock and in providing plenty of room for customers. In these days customers refuse to be crowded together in narrow aisles—they want plenty of elbow room and will generally go to a store where they can find it. But in a room that is 20 feet wide or less, in which a big stock is carried, this elbow room is not always easy to provide for, unless it is done at a sacrifice of space required for show cases, etc. The only solution of the long, narrow room problem lies in the selection of the right kind of fixtures—fixtures that will conveniently take care of the greatest possible amount of merchandise in the least space. The store that is described in the following is a model both as to equipment and layout. It is the clothing store of Lenhoff & Co., in Pontiac, Mich.

This is a corner store the front of which faces on the main street and the side running down the side street has four large windows in it spaced as shown on the plan. This window arrangement tends to make the store practically a "day-light store" and at the same time very little wall space is sacrificed.

The show windows are 18 feet wide across the front and 8 feet deep with a single entrance as shown on the plan. The inside width of the store is 20 feet with the exception of the point where the cellar stairs occur and here it is only 17 feet wide. From the inside of the show window backing to the inside of the rear wall is 123 feet. In addition to that the office which is not shown in the plan, extends back about 12 feet more so that we have practically 135 feet in length from which we are to construct the store arrangement.

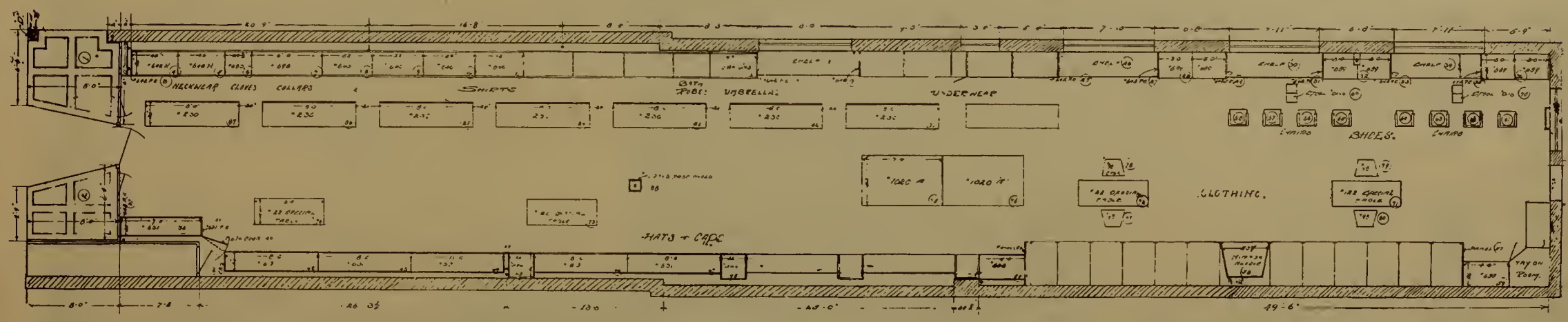
The show windows are shaped as shown on the plan and they have an inlaid parquetry floor. The ceiling is paneled and also the side walls and the backing which separates the store from the window is paneled up to a height of about 5 feet and plate glass is used from there on up to allow the daylight into the store. A shelf placed about 5 feet high with a width of 12 inches is used around the show window enclosure, the shelf being hung from the front edge with heavy brass chain and the rear edge fastened to the window enclosure. The front edge of

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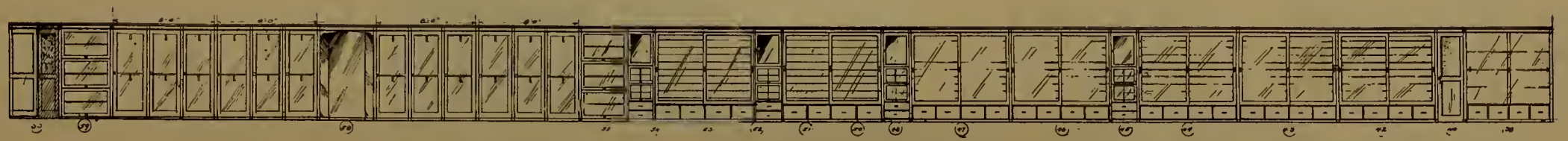
—ELEVATIONS—

ELEVATION OF LEFT SIDE OF THE STORE SHOWING THE LARGE WINDOWS WHICH ADMIT A FLOOD OF DAYLIGHT.



—PLAN—

THIS SHOWS THE FLOOR PLAN OF THE LENHOFF STORE WITH THE EXCEPTION OF THE OFFICE WHICH IS IN THE REAR.



HERE IS THE ELEVATION OF THE RIGHT SIDE OF THE STORE—THE DRAWING IS UP-SIDE-DOWN SHOWING DRAWERS AT TOP INSTEAD OF BOTTOM.

the shelf has the appearance of being 2 inches thick.

In one of the windows there is an iron column enclosed in a mahogany post enclosure. The enclosure has the word "Lenhoff" on it in raised carved letters on the sides facing the street.

Starting at the left as you enter the store there is a space of eight feet devoted to neckwear and hosiery. This merchandise is carried in two cabinets each 4 feet long the one at the left being the



COLLAR AND SHIRT SECTION.

neckwear cabinet and the one at the right the hosiery cabinet. Each of the cabinets have eight glass doors which lift up and recede like book case doors and the base of each is fitted with four drawers. Behind each glass door are sliding trays with compartments in them spaced properly for the accommodation of neckwear and hosiery and a very large stock can be carried in but a few feet of space. The trays can be removed from the cabinet if desired so as to place it on the show case directly in front of the customer and they are constructed so that they can be reversed when put back into the cabinet and when reversed they appear as a drawer instead of a tray and thus the goods within are either put on display or hidden from view whichever the merchant feels disposed to do.

Next is the glove cabinet and this cabinet is only 28 inches wide. It is fitted with 30 drawers, each one of the upper 18 drawers is divided into four compartments properly spaced for gloves and the lower 12 drawers are a little larger and are not spaced as they are intended for heavy gloves and mittens.

Then comes the collar cabinet and this is six feet long and is fitted with 39 drawers, above which is a display compartment 12 inches high. This display compartment is lined in the back with mirrors and the front is equipped with frameless sliding plate glass doors with finger holds ground into the glass. It is electrically lighted and makes a very attractive space for displaying collars, gloves, ties, etc. Each drawer is spaced into nine compartments and each compartment holds one dozen collars so that the entitre drawer capacity of this cabinet is 351 dozen collars. The collars are taken out of their original boxes and placed in these drawers. It does away with soiling collars to a large extent because you are not constantly removing covers from boxes which are inclined to be dusty and then transferring the dust from your finger to the collar. Besides this point it maintains a capacity which is impossible any other way in such a small floor space and every collar is accessible in an instant.

The shirt section is next and this occupies a space 30 feet in length. There are seven cabinets each one 52 inches long and 26 inches deep and each one is fitted with eight glass doors which lift up and recede like book case doors and the base is fitted with four drawers. Behind each glass door is a hard-wood tray which rides on roller bearings. Each tray is divided into two compartments, the sides and divisions in both the drawers and the tray are cut down as much as possible to do away with the extra wood-work and at the same time it makes it handy to get a hold of the contents. Each cabinet will hold about 20 dozen laundered shirts.

Next comes a bath-robe cabinet three feet long and the lower part has two large drawers in it while the upper part has the glass door and tray arrangement the same as the shirt cabinets except it is built the proper proportion to accommodate bath-robes.

The next space is devoted to umbrellas and a case four feet long is used. The case is fitted with a large



THE HAT SECTION.

drawer in the base which rides on roller bearings and the upper part has sliding glass doors with a step like display rack on which the umbrellas are placed in such a way that each handle is a little higher than the one in front.

An open space is now left as there is a window here which takes out about eight feet of wall space. Under the window sill a shelf arrangement is used and this acts as a place to display trimmed forms, etc., which can be seen from both the street and the inside of the store as well. Under the shelf is space for shoe boxes.

The next space is the underwear department and this uses a floor space of about 17½ feet. It is composed of four underwear cabinets each four feet long and 26 inches deep. There is also a little mirror door placed in the center covering a space of about 18 inches and this space is used for dust clothes, etc. Each of the underwear cabinets is fitted with eight glass doors and four drawers in the base. Behind each of the glass doors are two trays and each tray is divided into two compartments. These trays are re-



THIS DOOR LEADS TO THE BASEMENT.

versible like the neckwear trays previously described and will hold about two dozen suits folded in each tray, which will make about 20 dozen to the cabinet. The next space is another window same as the one previously described.

The shoe department now starts and three sections of wall shelving built double depth is used to complete this department. The shelving is arranged to allow for the windows as shown on the plan, and the shelf connections are used under the windows which are also used for shoe shelving. Individual revolving chairs are used as shown on the floor plan.

Beginning on the right hand at the front as you enter the store there is a case placed against the jog in the wall which is 7 feet long and 20 inches deep. This case is fitted in the base with 4 drawers and the upper part has frameless plate glass sliding doors. It is equipped with 3 plate glass shelves which are removable so that the case may be used for various kinds of display. The store is so narrow at this point that this case is intended merely for display purposes and not to sell out of and the most elaborate kinds of display are placed here because it gives the first and last impression on entering and leaving the store.

A door connects the above described case with the balance of the cases and this tends to connect the work in a uniform style and also hides the unsightly cellar entrance.

A space of about 65 feet comes next and this space is devoted to hats and caps. The hat cases are made in 8 foot sections and each section has four drawers in the base and the upper part fitted with a pair of glass sliding doors and the inside fitted with nickel plated rods resting on adjustable brackets. One of the features of the rods is that they are so constructed on the brackets that they can be moved from front to back in order that the rods will support the hat at the right place because many a hat has been ruined by resting on rods improperly spaced which has a tendency to bend the rim upward if such is the case. The cases have a hard wood paneled back and are finished to match the outside of the case. They are but single depth as there is plenty of room in length for the hat department but not any too much width across the room.

If you will look on the elevation of this wall you will notice four cap cabinets spaced between the hat cases at various places. These cap cases are about 26 inches square and the lower part has two drawers in them. The upper part has eight cap trays which can be drawn out if desired and four of these trays are covered by a mirror door which is intended to be of service to the customer and still at the same time it does not eliminate any of the capacity of the cabinet because when access to the trays is required all you have to do is to swing open the door and draw out the tray. The other four trays are behind glass doors which lift up and recede.

Next is a four foot cabinet fitted with shelves and receding glass doors, for the accommodation of sweat-



THE UNDERWEAR SECTION.

er coats. This cabinet comes jsut before the clothing cabinets and can be seen on the elevation.

The clothing department is next and this is formed by 12 double decked clothing cabinets, with a mirror alcove in the middle. Each cabinet is fitted with a side swing door which disappears into the case and then the slides which are mounted on roller bearings can be drawn out. Each cabinet will hold from 60 to 70 suits. The mirror alcove is about 4½ feet wide and the mirrors are mitered together at the joints to



HAT AND CAP SECTION.

give a clear crystal effect all around. It is fitted with a canopy top and has an electric light in it. These cabinets are 45½ inches deep from front to back.

Two revolving floor cases are also used in this department and they are seven feet long, 52 inches wide and 51 inches high. They are each equipped with a rack which can be drawn out of the case and revolved and works so easily when loaded that a touch is all that is needed to set it in motion. These two cases are fitted with disappearing doors and the whole case is glazed all around so that the contents are visible from any point of view. They are located as shown on the plan.

Next comes a space which is used for odd trousers and cabinets with glass doors are used here the same as the sweater coat cabinet which has been described. A try-on room is located between them and the arrangement can be seen on the floor plan.

The show cases used on this outfit are 42 inches high and 26 inches wide. They have 14 inch high bases fitted with heavy wood feet 6 inches high and capped with a brass socket. Each case is fitted with one ten and one fourteen inch wide plate glass shelf and mirror doors. The case bottoms are inlaid with ebony and holly and are genuine mahogany.

The arrangement of the show cases, tables, chairs, etc., can be seen on the floor plan and their uses need no explaining. The arrangement of the cloak room, etc., can also be seen on the floor plan. The plan of the office which is at the extreme rear does not appear in the drawing.

All the wall work is 92 inches high and everything is 26 inches deep except the hat cases which are 20 inches and the clothing cabinets which are 45½ inches. The outfit is along Colonial lines and the wood work is of genuine mahogany beautifully figured, the grain in the cornice running vertically, finished a medium dark shade rubbed dull.

The lighting system is made up from inverted domes which show up in the photos to good advantage. The ceiling is paneled off with composition board painted white and the joints covered with mahogany strips. The floor is hard wood and the entire decoration within the store are in strict harmony with the fixtures.



Plate No. 4840—Spring Display by W. C. Grams for The Denver Dry Goods Co., Denver, Colo.

The window shown here was one of remarkable attractiveness. The mirror background was covered with a framework of classic design and the larger spaces were filled with plush. The roses were arranged with aristic judgment and produced a beautiful effect. The arrangement of the merchandise requires no explanation.



Plate No. 4841—"Elk" Window by E. Dudley Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

The Elks' conventions that are held every summer are the occasion for many special window displays. In most displays designed in honor of the Elks there is a good deal of sameness. There is a big elk's head, a clock dial in purple and white with the hands pointing to the hour of eleven and a good deal of festooning in the colors of this order. Here is an Elks window that is altogether different. Instead of the overworked symbols, real elks are shown in their proper environment. The window was designed to show a view of Jackson Hole in Wyoming, the home of the wild elk. The background was a painted scene showing an accurate view of this wild bit of country with herds of elk feeding in the distance. In the foreground was built a rough, natural setting that harmonized perfectly with the painted background. Trees, rocks, moss, snow and all the other details were carried out faithfully. An explanatory show card was placed in the middle of the window. This is one-half of a large corner window. The other half was simply a continuation of the one shown and in it was another elk. Naturally this window attracted much notice.



Plate No. 4842—A Straw Hat Display by Julius Bornstein for McCormack Bros., Tacoma, Wash.

It is a bit early in the season to put in a straw hat window like this, but the idea is on that can be used toward the end of the season with good results. In the middle of the window stood a man with a wheel barrow while a woman in a calico was using a pitchfork to load up the straw hats. Oats straw was the only decoration used.



Plate No. 4843—Interior Display by C. M. Herr for The Fair, Chicago.

This picture shows an attractive setting designed by Mr. Herr for a display of summer furniture. The large columns were covered and finished to make them represent the trunks of trees. This was done by first covering them with cardboard. Over this, dampened heavy paper was pasted and worked up into a rough surface with vertical ridges. When dry it was painted in shades of brown which made an excellent imitation of rough bark. To the upper part of each trunk were fastened an abundance of natural oak branches with the green foliage preserved. Around the entire enclosure was a hedge made of thick green ruscus; trimmed squarely along the sides and across the top. There were eight entrances at each of which were white posts surmounted by urns filled with flowers. The floor was covered with a thick "sod" made of a fibre similar to that used in weaving crex rugs. This "grass" was divided into squares by means of walks made of rough, brown roofing paper which had a gravelly surface. At the back of the picture may be seen the furnished cottage that is one of the attractions of this big furniture department. It is a complete cottage with all of the customary rooms from parlor to kitchen. All of them equipped with proper furniture. This picture was made before the setting was entirely complete. When finished there were narrow boxes of flowers placed close up against the hedge all the way around. These added much to the effect.



Plate No. 4844—Spring Window by W. C. Grams for The Denver Dry Goods Co., Denver, Colo.

A handsome, spring-like effect was attained in this window by covering the background with a profusion of flowers and foliage, roses predominating. A tall art pedestal of classic design, surmounted by a vase was the principal decorative feature aside from the flowers. A period table was also used. A piece of rich, flowered silk was draped loosely from the table to the floor and through the pedestal. The remaining details are evident in the picture.



Plate No. 4845—A Bridal Display by Wm. M. Sheppard for The Pelletier Co., Sioux City, Ia.

This display showed a bridal party and created much favorable comment, in fact, it had to be left in for nine days instead of a week as is customary. The background was a painting of a garden in the Japanse style and at each end there was a mass of foliage. A pergola in three sections was placed slightly in front of the background proper. The flowers were lavender orchids. This is a suggestion for a June Bride Window.



Plate No. 4846—Embroidery Display by O. F. Ballou for C. H. Almond D. G. Co., Lynchburg, Va.

Here is an unpretentious but very effective display of embroideries for the May or June white sale. The arrangement is quite simple yet it shows off the merchandise more effectively than a more complicated arrangement would. The price tickets were sufficiently large to be read without difficulty. Big sales resulted from this display.



Plate No. 4847—Display of Seaside Apparel by J. J. Farren for B. H. Levy Bro. & Co., Savannah, Ga.

The scene shown here was designed to represent the beach at Tybee, a few miles out of Savannah. The floor was covered with sand, pebbles, shells, etc., and the back At the left side of the window was built a pergola, back of which was a porch screen. Natural palm leaves and a few flowers were used for the decorations.

THE DECORATOR'S SCRAP BORK

EVERY WINDOW DRESSER SHOULD KEEP AN ORDERLY COLLECTION OF PICTURES. SKETCHES AND OTHER MATERIAL THAT ARE LIKELY TO COME IN HANDY AT MOST ANY TIME

MOST WINDOW DRESSERS make a practice of preserving pictures, sketches, clippings and a miscellaneous lot of other similar material that they think may sometime prove useful. There are few, however, who show any great amount of method in making or preserving these collections. When the average decorator comes across a picture that seems to contain an idea for a window display, he usually cuts it out and puts it in a drawer or between the leaves of a book or magazine. Then he forgets about it. After while the drawer becomes full of this sort of matter, and the contents are tied in a bundle and stored away upon some shelf or in a corner where it is out of the way. This sort of matter accumulates fast and in a year or so the decorator finds himself in possession of several formidable bales of pictures and clippings. The wrappings have probably come off of some of the bundles and the contents are dirty and mussed up, so, after glancing them over, the lot is consigned to the waste basket. That has been the end of most collections of this character made by vindow dressers.

Any collection made and kept in the manner described can be of but little real value to the decorator for the reason that he can seldom find what he wants when he wants it. We will suppose that one of these careless collectors is called upon suddenly to put in a display for some special occasion. This is a display that requires a particular kind of a background and the trimmer on the spur of the moment tries to think of something appropriate. Then he remembers a picture in his collection that illustrates a scheme of decoration that is just the thing for this particular display. He doesn't remember the details but he knows that the idea is just what he is looking for.

So he starts out to find the picture. He remembers having seen it just a few weeks—or was it months before, and he is sure he can put his hands upon it in a moment—that, in nine cases out of ten, is where he is greatly mistaken. He goes through a big bundle of pictures, etc., hurriedly, but the right picture fails to appear. Possibly, in his haste he missed it, he thinks, so once more he goes through the pile, this time slowly but with no better results. Another bundle or drawer is tackled but the picture is not found and the search continues. After while the wanted picture may be found or the search given up, as the case may be. Which ever happens, one thing is certain, a lot of time has been wasted, and time is frequently highly valuable to the window dresser who has to have the display in at a certain hour.

By all means, every window dresser should make a collection of material containing ideas that he may some day be able to use, but the haphazard collection in which nothing can be found when it is wanted, is little better than none. The "needle in a stack of hay" is hardly more difficult to find than a picture that has been stored away with thousands of similar ones and which may be found in any one of a dozen places. To be of any real use a collection of this kind should be carefully sorted, classified and indexed. If it is kept in this way, it will prove of almost daily use, and if not kept in this way, it is hardly worth keeping at all.

Ellis Hansen of Chicago has what is probably the largest and most complete window dresser's "scrap book" in existence. Although an all-round window decorator, for the past few years Mr. Hansen has specialized on musical displays in which line he has been connected with the largest music houses in America. After a number of years with Sherman Clay & Co. in San Francisco, he left at the time of the fire and took a position with Lyon & Healy in Chicago. From that position he left to take charge of the remarkable window display department of The Victor Talking Machine Co. in Camden, N. J., where he remained for several years accomplishing notable work which has been reviewed in this journal as well as the principal music trade and advertising journals. Mr. Hansen is now in charge of the window displays of the big Wurlitzer music house in Chicago where he has put in a number of displays that have attracted wide attention.

For a number of years Mr. Hansen has been collecting pictures that contain ideas which may be used in show window decoration. It is safe to say that this collection is the largest of its kind in existence. It embraces original water color drawings and sketches in black and white, lithographs, etchings, photographs, photogravures, steel engravings and pictures made by every known process. In all there are several hundred thousand of them covering every conceivable form of decoration that could be used in a show window, or anywhere else for that matter. And they are so classified, arranged and catalogued that Mr. Hansen can in two minutes find any particular picture he may need.

The pictures are mounted on tough, heavy sheets of white paper about half the size of an ordinary newspaper page and they are kept in convenient portfolios made of composition board and reinforced with cloth. These portfolios are four or five inches in thickness. The whole collection weighs thousands of pounds and is heavily insured. It requires a good sized room to keep it in.

The pictures are divided into several hundred classes or headings such as—Costumes, Scrollwork,



FIGURE 1. SHOWING THE PICTURE FROM WHICH THE IDEA WAS TAKEN.

Architecture, Trees, Flowers, The Human Figure, Backgrounds, Railings or Balustrades, Draping, Furniture, Gardens and hundreds of other subjects including separate collections of all the principal style periods. One can name practically any subject that can be in any way connected with window display and Mr. Hansen will promptly produce a thousand or so pictures covering that subject in every possible phase. It has taken years to collect all of these pictures and the collection is growing all the time.

Many of the best pictures were picked up in Europe where Mr. Hansen has travelled extensively, and some of them are rare specimens that would be very difficult to duplicate. There are many posters from the best artists of France and Germany. There are also photographs and lithographs that come from many sources. Mr. Hansen is constantly on the lookout for pictures that can be added to his collection. Naturally pictures in general are easy to find, but those likely to prove helpful to the window decorator are not so plentiful. Mr. Hansen puts in his collection only those which he may be able to make use of in some practical way and he has become so accustomed to sizing up pictures of all kinds that he can tell almost at a glance whether one can be used or not. In this way he has collected magazine covers, sketches from advertisements, programs, calendars, post cards and so on, ad lib.

INDEXING THE COLLECTION

But it is the careful manner in which this remarkable collection is classified and indexed that gives it its greatest value. No matter what kind of decoration Mr. Hansen may be called upon to design, all he has to do is to turn to the portfolio covering the desired subject where he can find sufficient inspiration and accurate ideas to design dozens of windows—it is simply a matter of picking out what he wants.

To illustrate how this works, the Wurlitzer store recently added fine art pianos to their stock of less expensive instruments, and to advertise this fact it was decided to show one of the instruments in one of the windows in a setting that would lend a proper atmosphere to the display. The instrument selected was valued at several thousand dollars and was decorated in the Empire Style. Naturally the setting for this piano would have to be in the same style. Mr. Hansen simply turned to his collection and took down the portfolio marked "Empire." Under the heading music, among a number of other pictures, he found the one that is reproduced in Figure 1, and the question of an appropriate setting was answered completely and instantly. All that was necessary was to carry out the general idea shown in the picture and adapt it to the show window. Figure 2 shows how this was done. It was not attempted to carry out all of the details as a number of features had to be eliminated or altered to make the design practicable for this kind of display. Furthermore there are many little details in the picture that would be difficult and expensive to reproduce and which are not really essential in a show window setting. Mr. Hansen's idea was simply to reproduce the main idea or "spirit" of the picture at a moderate expense. How well he accomplished this is shown quite clearly in Figure 2. The setting was designed to accommodate the display of one piano and two harps and on account of the latter, the low balustrades shown at the sides in the picture were omitted. Aside frim this the architectural design was practically duplicated, and at comparatively little cost.

It is the belief of Mr. Hansen that every window dresser should make a hobby of collecting pictures



FIGURE 2. THE ADAPTATION OF THE IDEA SHOWN IN THE PICTURE.

wherever he can find them. The practice will lead to more careful observation and study of the principles of decoration and design and will stimulate the decorator to better work, to say nothing of the practical use to which the pictures may be put as in the case illustrated here. This need not be an expensive hobby as pictures of all kinds are plentiful. The latter fact is liable to lead the collector into the error of putting in pictures of little practical value simply to swell the size of his collection. Every picture in the collection should have some good reason for being there, otherwise it is worse than useless as it must be handled every time the collection is gone through.

The most important thing is the indexing and classification of the pictures in such a way that whatever is wanted can be picked out without loss of time. So far as the portfolios are concerned, these can easily be made by any window trimmer at small expense. They are practically folding boxes which are kept closed by being tied with tapes. To make a very good one would only cost a few cents. A collection of this kind would be the most valuable asset any window dresser could have. There would brobably be few window dressers who would get together so many pictures as Mr. Hansen has collected but even a much smaller collection would prove a wonderful help. There is no lawyer on earth who can possibly know all the law, but every good lawyer has a library and *knows just where to find what he wants to know.* That is the way with Mr. Hansen, no matter what he wants in the way of a design or suggestion for a decoration, he knows exactly where to find it. One of his axioms is: *"To know a good thing is to be only half wise. To know it and use it to advantage is true wisdom in business."*

Milwaukee Local Meets

ON THE EVENING OF APRIL 29, Milwaukee Association of Window Trimmers and the Advertising Association of that city held a joint meeting in the rooms of the Milwaukee Advertising Association. E. J. Berg, President of the Milwaukee Window Trimmers' Association, presided at this meeting and introduced the various speakers, who confined their talks principally to the advantages of the window trimmers and ad men of the stores working together for the accomplishment of greater store publicity.

Geo. J. Cowan, President of the Koester School, Chicago, delivered an interesting and instructive lecture illustrated with lantern slides. Examples of merchandise displays were shown from the earliest known times up to the present. Mr. Cowan dwelt on the importance of stores featuring in their newspaper advertising the fact that special displays were to be seen in the stores' windows.

More than sixty men were in attendance at this meeting, about equally divided between the leading window trimmers and advertising men of Milwaukee and their assistants.

A $500 SCHOLARSHIP IN ADVERTISING, believed to be the first established in this country, has been donated to the University of Michigan anonymously by a Michigan business man. The gift will be continued for three years if sufficient interest is displayed by university men and women; the donor will provide money for the foundation of a course in advertising. The award will be divided among the two or three leading contestants.



SHOWING HOW MR. KOERBER USES PLATFORMS IN THE SUIT SECTION.



TWO "BUSTLE" DRAPES BY MR. KOERBER.

Draping the New Styles

EVERY SEASON brings with it new problems for the window dresser who is accustomed to display his dress fabrics draped to suggest the most approved of the prevailing fashions. And each season there is about the accepted fashion some dominating feature that is the key-note of the mode. One season the waist line moves up; the next season it moves down; the next, possibly, it disappears altogether. Skirts are broadened to the fashion of the old days of crinoline and then they are narrowed to the hobble effect, and so it goes, always something different. And the live window dresser for the up to date store must not only keep up with these styles—he must anticipate them. It is not enough to show the style that is being worn, but he must forecast in his windows the fashions that are coming.

This season, the Parisian masters of fashion have decreed the "bustle" effect, not the monstrous effect that was in vogue in the early eighties and which was produced by means of a bird cage concealed where it would do the most good, but a modification of that idea. Most of the new gowns have a generous fluffiness about the hips that is well illustrated in the two pictures shown here.

These drapes were made by Jerome A. Joerber for Strawbridge & Clothier of Philadelphia and are excellent examples of the way the styles of this season are handled in the windows of the best stores in the big cities. In the smaller picture are shown two drapes handled in a somewhat similar manner. Each of these is made of two patterns of silk and the draping is so well handled that the plain and figured silk are alternated in a most attractive way. While these drapes appear a bit complicated in the picture and might seem somewhat formidable to the beginner, they are in reality quite simple to one who understands draping the full figure. These were made by Mr. Koerber in a remarkably short time and were only intended to give a general idea as to how these materials would appear when combined and made up in the latest style.

The larger picture shows a small section of a big interior display that was made recently by Mr. Koerber. Platforms, a few inches above the level of the floor were used throughout the section and it is surprising what a difference even this slight elevation makes in showing gowns, especially when the room is crowded with visitors as was the case in this instance.



Plate No. 4848—A Golf Window by Malcolm J. B. Tennent for Meier & Frank Co., Portland, Ore.

This window is 24 feet long and 10 feet deep. The background consisted of a scenic painting and natural foliage. The floor was covered with real moss. The boy's figure to the right was dressed in a boy's complete outfit. In the middle was another boy's figure dressed to represent a caddie and at the left was a man's figure standing in the middle of a circular tee ready to make his drive. A few accessories and books on golf completed the display.



Plate No. 4849—A Good Display of Bags, Etc., by Luce Trunk Co., Kansas City, Mo.

Here is shown an unusually interesting display of travellers' requisites. These are vestibule windows and each side had a large scenic painting. The picture on the left represented "Departing Travel." It showed a typical dock scene with a big ocean liner passing out of the harbor. The one at the right represented "Arriving Travel" and showed a scene at a seaside resort with a big hotel, bathing beach, tent city, golf course, etc. Both of these scenes were well done and realistic. In the photographs the perspective appears distorted but this is due to the angle from which the pictures were taken. To a person standing in front of the window the drawing was correct.

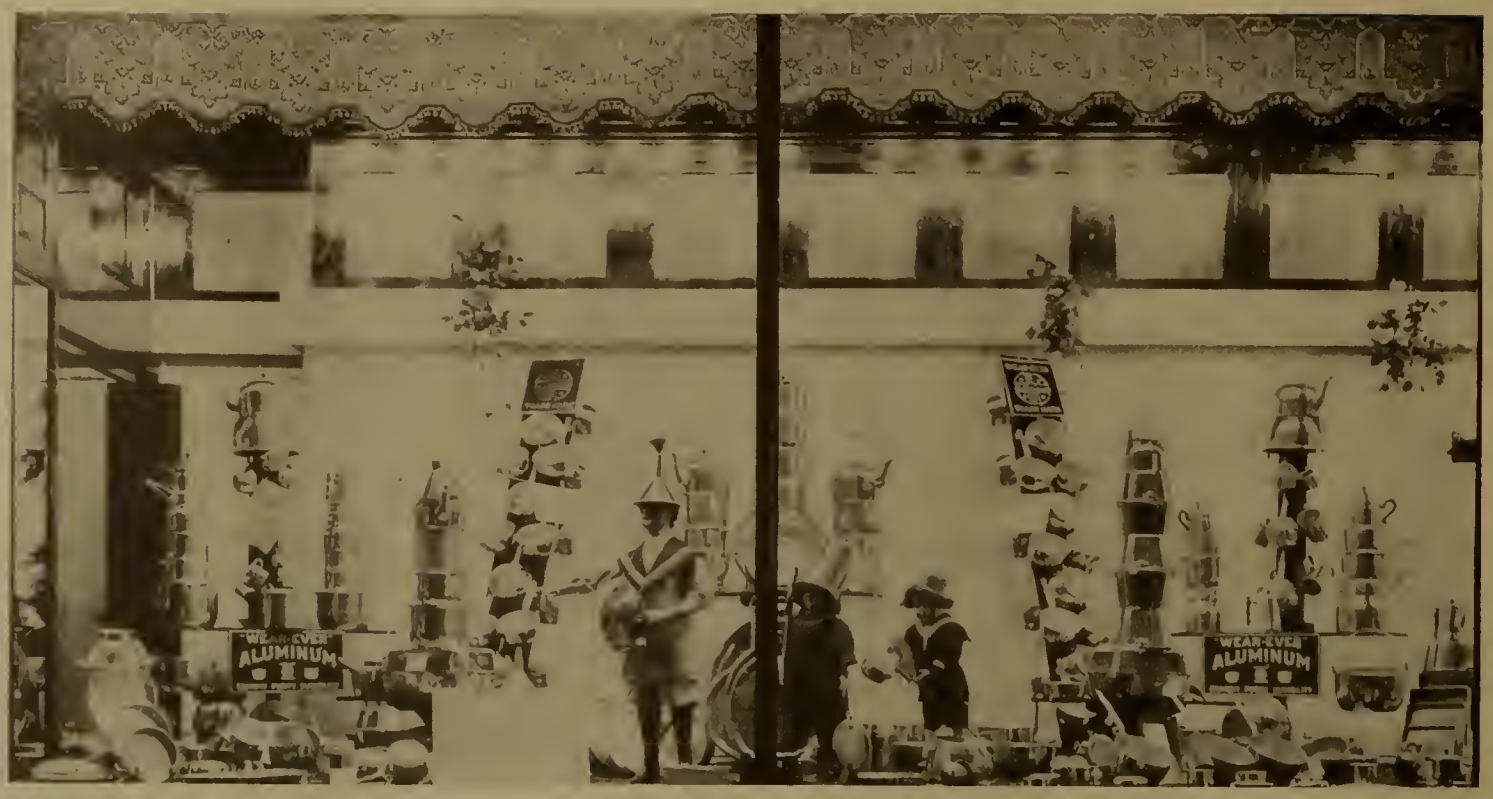


Plate No. 4850—An Unusual Display of Cooking Utensils by A. R. Wagoner for A. T. Lewis & Son, Denver, Colo.

This was a display far different from the usual showing of cooking utensils. The background was covered with closely pleated tarlatan relieved by a few bunches of flowers placed at intervals along the top. A feature that attracted much attention was the group of youngsters in the middle—one could not help picturing what a bunch of husky boys could do to a lot of this ware if they had the opportunity and happened to be in a proper frame of mind. The arrangement of the goods was intended to indicate the large and varied stock carried in this line. The window was put in on the occasion of a lowering of prices on this ware. At the top of this picture is shown a fair illustration of the way in which a valance improves the appearance of any show window. Valances of a similar character are becomin more popular every day. They afford a finishing touch that is highly essential and without which no window is complete. The valance is an excellent investment for any window.



Plate No. 4851—A Notion Display by Roy H. Heimbach for Clarke Bros. Stores, Scranton, Pa.

Notion displays are always in order. Women need this class of merchandise every day in the year and it is a good idea to put in a notion window whenever the opportunity offers. The one shown here is a good one which cost little except the time taken to install it. The large panel at the top was made of boards and covered with black. The words "NOTION SALE" were spelled out with cards of small pearl buttons. The seven large circles were made of boards.

NOTES FROM NEW YORK

SIMPSON CRAWFORD CO. REORGANIZED—NOTABLE DISPLAYS IN WINDOWS OF O'NEILL—ADAMS CO.—LORD & TAYLOR'S ELEVATOR WINDOW—SOME HANDSOME DRAPES

F. F. Purdy

AT LAST the Simpson-Crawford Co. has been reorganized, with Claflin interests dominant, old creditors of the company having received stock in the new company in partial settlement of their claims. There are three voting trustees headed by Mr. Claflin, and Alexander MacLachlan, president of the O'Neill-Adams Co., a Claflin house, also manages the new Simpson-Crawford Co. The new corporation secured the old stock, and came out with it at a special sale last month, and jammed the store with customers. New stock has been added and the business is being run along in excellent shape and the disinfection of Sixth avenue business will do the avenue no harm. J. D. Ziegler, decorator, stuck to the business right along, and was retained even during the three weeks the store was closed, with scores of other employees, to look out for stock and its opening up for inspection by prospective buyers in bulk. His three former assistants are also with him, and it must be said that Mr. Ziegler put up some fine windows before new stock came in, and with nothing but the fag ends of the old stock to work with.

The Fourteenth Street Store of Henry Siegel is empty. L. A. Price, who has started up at his old quarters as Rothenberg & Co., bought the fixtures. The fact that he pulled himself out of the Siegel tangle after getting into the Fourteenth Street Store business is highly creditable to his business acumen. Mr. Werthman, the former Rothenberg decorator, more recently with the Fourteenth Street Store, is back again at Rothenberg's.

It was "apple blossom time" not in Normandy, but on Sixth avenue last month, when Al. Manee had a fine corner window at the O'Neill-Adams Co. decorated with apple blossoms, with a figure seated on a garden wall plucking one of the blossoms, woman and child entering gateway, woman sitting on garden seat, and other figures, while a beautiful rural scene occupies the background. The decorators here are getting a lot of naturalness into the poses of their wax figures and featuring them most happily in connection with merchandise. A picture of this display is shown.

GOOD BROOKLYN WINDOWS

Thorkild Larsen, with aid of his assistant, Charles Foote, made a most handsome showing in his long stretch on Broadway, Brooklyn. He has what is probably the longest stretch of solid window in the Metropolitan district, some 125 feet long without a break, all with mirrored background with pillars between mirrors at regular intervals. Every mirror was surmounted by a handsome green valance, with gilt galloon, which was a great addition to the background. In this long window one display of merchandise followed another, without dividers, the merchandise blending gracefully and naturally together, one stock into the next. Included in it were infants' wear, muslins, underwear, parasols, bags, millinery, shoes, ladies' neckwear, gloves, waists, etc. The large corner window, with suits, etc., included an Italian pergola effect, with linoleum in tile design on the floor, with Colonial rag rugs.

W. F. Allert, of R. H. Macy & Co., was one of the New York decorators who made a Western trip in April. Mr Allert was away a week or ten days and included Chicago and St. Louis in his itinerary. He is understood to have been interested mainly in planning out some new ideas for the interior of the store.

Visiting decorators ought to go down stairs and "see the works" of the Lord & Taylor decorative department. There are four large platforms, reaching out over a long stretch, right under the glass studded sidewalk, and as light as day. There is plenty of



O'NEILL ADAMS CO.'S APPLE BLOSSOM WINDOW DECORATED BY AL. MANEE.



FIG. 1. DRAPED BY HERMAN FRANKENTHAL.

room for all fixtures, and on each platform an exhibit may be seen in some stage of preparation. At first thought, a visitor might question. Is all this machinery, these tracks and elevators, worth while? Is all this not a fad, or an ad, rather than a real help?



FIG. 2. DRAPED BY HERMAN FRANKENTHAL.

In the first place the trimmers can do their work in the day time with plenty of experiment to produce consummate harmony, and a short time down there with Mr. Rossiter when he was experimenting with the rugs, pillows, dresser covers, etc., to accompany a classic Louis XVI bedroom suite brought out this consideration plainly. He has the opportunity to get everything absolutely right and to select from the great extent of choice stocks the exact harmonizing counterpart. And the critical Fifth avenue shoppers are not to be trifled with. Then there is the ease of getting merchandise into the windows. It is simply brought down to the basement by elevator, rolled over to the platforms as needed and placed thereon; the platforms are rolled on to the elevators, and



FIG. 3. DRAPED BY HERMAN FRANKENTHAL.

hoisted up in place. During the day the glass inclosed "window" that stands in the entrance from 6 p. m to morning, is downstairs in all its glory awaiting its "rise" at 6 p. m., into place, which is often viewed with interest by an interested throng. Yes, this general arrangement is very much worth while, especially for Lord & Taylor. Mr. Rossiter will have his office in a fireproof room, also under glass studded sidewalk, light as day, that is understood to have been at first intended for jewelry storage, safeguarding and workshop. By a change in the arrangements this convenient room next to the decorators' large basement space and platforms, comes to this department.

Mr. Frankenthal continues to show some charming drapes in the new styles at Altman's. No. 1 has a plain blue taffeta skirt, sash and collar, with bustle



MACY'S MONTE CARLO SETTING ARRANGED BY W. F. ALLERT.

effect and waist of Roman stripe. Hat to match also of Roman stripe with green, also fashioned by Mr. Frankenthal. No. 2—White taffeta skrit; sleeves and sash green chiffon; Roman stripe bustle effect and waist and hat to match. No. 3—A beautiful drape of purple taffeta, with Roman stripe in sash and around skirt; hat, Roman stripe and red. The rear view of the bustle effect drapes is naturally shown to best illustrate the idea.

A MONTE CARLO SETTING

Mr. Allert's setting for the opening demonstration of gowns at Macy's attracted such favorable attention that he had several photographs taken. The scene was the garden at Monte Carlo, laid on the eighth floor next the restaurant. A novelty was the arrangement for the models coming up from the lower level, corresponding with the real Monte Carlo, their hats being first seen and admired, and the full forms with the new gowns coming gradually to view, and passing the admiring throngs. An excellent idea of this arrangement may be had from the accompanying illustration.

W. F. Buswell, late of Macy's, is evidently enthusing Scranton over some up-to-date displays. His front is arcade style, hence only half can be seen at once. His background was of white brocaded silk curtains overhung with apple blossoms. Bottom green burlap edged with green velvet. Gowns and hats were rose, blue and gold, basket of tea roses in center. Opposite window was of blue and gold. A center case contained a figure with pale blue "Tango" dress; garlands of white daisies surrounded the case and with gold pedestal and illuminated roses the effect was fine. Chic models and handsome interior decorations completed a splendid setting for the Heinz opening. A picture of this window is shown here.

Andrew D. Hopkins, formerly assistant to Charles Wendel at Gimbel's is now decorator for A. D. Matthews' Sons, Brooklyn. The latter establishment is now operated by the Messrs. Dimond, who are strong merchandisers, and Mr. Hopkins fits into their plans finely, from his previous experience. He has already put in some fine windows and is now decorating the windows early in the morning, for Fulton street is full of people in the evening. Mr. Olson, his prede-



MR. BUSWELL'S DISPLAY FOR HEINZ, SCRANTON, PA.

cessor, is now decorator for W. & A. Bacon & Co., who are located in the former Siegel building there.

Charles Wendel, decorator for Gimbel Brothers, returned last month from a trip of a week to Chicago, Pittsburg and the West. Just previous to Easter Mr. Wendel blocked Sixth avenue with a novel Easter window, the feature of which was a little chicken yard, with small house lighted by an incandescent light inside, which did not phase the chicks in the least, and they ambled through the house and yard and were perfectly at home. A big stuffed hen was perched on the roof. In the window were fire engines and hose carts carrying a load of stuffed chicks, one of which was driving, and three or four layers of people were looking all the time.

Mr. McAbee, decorator for The May Co., Cleveland, and the decorator for William Taylor, Son & Co., of the same city, went to Pittsburg to take in the Kaufmann-Baer opening and then came on to New York for a few days.

Charles Brandt, formerly decorator for The Fourteenth Street Store, is at present in charge of the windows for Greenwald Brothers, of Third avenue.

Mr. Spear, formerly of William Filene, Son & Co., Boston, who recently went with Lord & Taylor, in association with Mr. Rossiter, has resigned his position with that house. It is understood that Mr. Whittridge succeeded him at Filene's.

Charles DeVoursney, decorator for Stewart & Co., Baltimore, was in town a few days early last month, taking in the pre-Easter trims.

J. R. Patton had been decorator for Henry Siegel & Co., Boston, for some seven or eight years, or practically ever since the house was started. He has done creditable work and after a brief rest will no doubt soon get into harness again in a new location.

Joseph E. Balderston is heard from accasionally by his New York friends, from Cohen & Co.'s, Richmond, Va., where he has been for some eighteen months, after leaving The Fuerst Co., Jersey City. The Fuerst Company has been reorganized since its recent failure, and Mr. Leslie, its latest decorator, will doubtless be found at his old post.

The Greenhut-Siegel-Cooper Co. has formally changed its name to the J. B. Greenhut Co., in honor of the head of the house, a veteran and officer of the Civil War.

A. D. Matthews' Sons, of Brooklyn, are running a contest to send favorite teachers of public, parochial or private schools on vacation trips. The first prize will be two trips to Europe; second prize, two trips to Nova Scotia and Canada; third prize, two trips to Bermuda; fourth prize, two trips to the Thousand Islands; fifth prize, two week-end trips to Atlantic City. The method voting is very simple. Shoppers simply vote their sales slips. The unit is ten cents. A sales slip of a dollar will count for ten votes, and so on. The contest opened April 8 and closes June 20. Each teacher entered is credited with 100 complimentary votes, but only one such complimentary vote will be given to any teacher. The great school teaching force of the city is an enormous shopping factor, and the new management of the Matthews store is to be congratulated on their bright idea in getting the teachers coming their way. The teachers doubtless constitute the strongest single element of the purchasing public in New York. They get good salaries and spend a lot of money.



Plate No. 4852—Clothing Display by C. O. Johnstone for Maurice L. Rothschild & Co., Minneapolis, Minn.

This photograph is too dark to do full justice to the display. It was a showing of blue serge suits ranging in price from $25 to $40. On the platform in the middle was a rich silk lined suit displayed to show all its features. On one side of the platform was another high grade self striped serge suit, laid in a manner that showed its quality to the best advantage. The rest of the garments were on bust forms. The accessories were of the finest goods. Pearl hats were placed in groups of threes. The neckwear used was in a bright orange color. The flowers were pink geraniums and hanging vines. Silk shirts and fancy vests were also used to fill out the display. A colored style plate was placed on an easel well toward the back at each end. Emerald green plush was used to relieve the background and was draped around the merchandise. The ledges were used for the display of hats.

Department Store Card Writing

By G. Wallace Hess

This is the eleventh of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

Decorated Cards

THE BEGINNER and also the one who has progressed so that he can make simple show-cards are in nearly every instance obsessed with the notion that they must have a great variety of tools for even the most common cards.

In card Number 1 (an eighth sheet landscape) is shown a card lettered entirely with a two-cent ball pointed pen.

Here are shown creditable skeleton letters in straight and slant styles and fair outlined roman, the lower case of which is five-eights of an inch and the caps seven-eights inch high.

A glance at the "S" in silks shows that it is a trifle wide for the other caps, yet you must remember that in average store work where there is a skilled cardwriter, the expense of producing a card like this (including board and labor figured at $21.00 per week, which comes close to a good average for cardwriters) is about three cents—and you must likewise remember, you cannot get a whole lot of perfectly made roman for that munificent sum.

While I have started out on pen lettering I am going to state right here as forcibly as I can that but few cardwriters outside the big cities realize the value of pens.

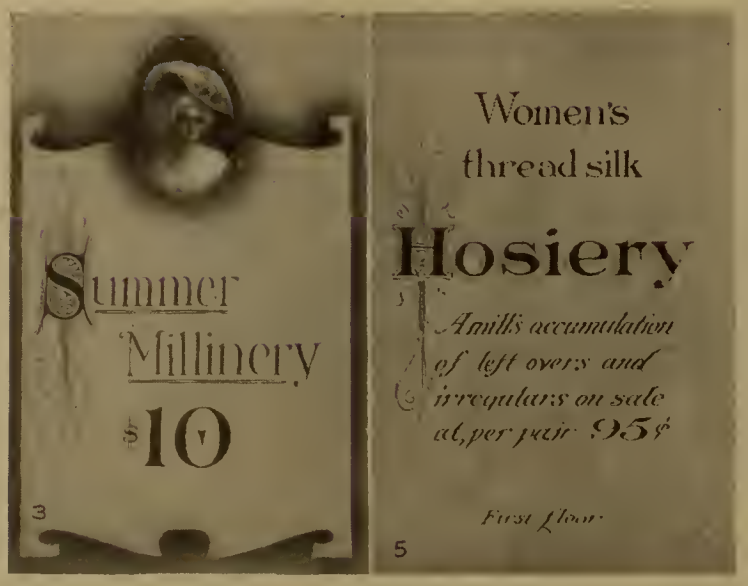
Take the gilt ball point pen for instance—as used in card one. Certainly a skeleton letter can be made with a brush, yet not one who reads this article could produce such uniform lines with a brush in thrice the time I made it with the pen. Roman letters can be made with a brush—we all know that, yet if every one who reads these lines would try using either the ball point, music, No. 204 Soennecken or No. 4 Soennecken pen for outlining roman letters up to an inch in height they would readily see where the pen is superior. It may look a little "stiffer" than brush roman of the same size but you see mighty little good roman of that size done with a brush especially on coated board.

Another thing, those of you who have used a No. 5 or 6 Payzant pen, will find that a two-cent ball pointed pen will do better work than the small size Payzants. Not only that but the ball point will work on mat board—it will also flow thin opaque color.

On all the cards shown here where a brush has been used I have used a large number two letterer, stock 11/16 inch long. In card Number 2 is shown single stroke roman in yellow on light green mat board. The words "Special value at" were made with the same brush. In making single stroke roman, the brush is trained flat and the spurs or seriffs are generally put on when the color is running low in the brush. There are many little things a skilled cardwriter gets to do unconsciously and few of them would









really think of some of these things if they were telling you in all sincerity how to make a certain letter.

Let us take the cap "H" for example. You all learned as kids that in sharpening a knife if you whetted it on one side you would turn the edge—there's a natural reason or law for this happening.

Now as you make the two down strokes in "H," you will find if you notice your brush that it is curved backwards just a little. Before putting on spurs, turn your brush clear over, that is, so that the flat side which was on top when you made the two down strokes is now underneath. This quick "flip flop" with the brush with but little color spells the making of clean sharp spurs.

Again in making the lower case "n" in hand the first stroke is easy, but when you place your brush in position for making the second stroke you bump up against the natural law of resistance again for as your brush is drawn to the right it follows that the end is going to be narrowed so that when you about reach the point where the curve breaks into the straight down stroke you must put on a little pressure to get the brush to make a stroke as wide as the first down stroke. This applies to the small "a" and all letters where the brush is given a side movement. In making letters like "c" and "e" the brush is let fly with a kind of eccentric motion at the end to get the fine hair line.

In card Number 3 is shown music pen roman, with green distemper color, letter "S" and "$10" in red. Note the line ornament around the letter "S." The panel is a simple air brush mask, the medallian pasted on.

Much is often said about catch phrases. All the better stores of today confine all the descriptive matter in their signs to a simple statement of fact. Would any catch phrase sell a $10 hat if it did not become the wearer or if the wearer did not think it did? Decidedly not.

I always made it a rule at least once every two weeks to put on my hat and walk through the various departments of the big stores where I have been employed. It is granted that the most of the buying in stores is done by women. I have seen them scores of times when a bargain square came within their view, note the price on the sign and say, "Oh, let's go over and see what that is for 38c." My personal opinion is that while a catch phrase may be all right to sell something in amber bottles that it is about a first cousin to nothing in selling goods in a reputable store.

In card Number 4 is shown single stroke spurred lettering, dark green on light green mat board. Initial "A" in red with ornamentation made with ball point.

A light shade line of silver may be noticed on left and underside of center line and around price.

There may not be much beauty in this letter but it certainly is one that is easily read by the masses.

In card Number 5 is shown another pen lettered card and ornament on initial in ball point. The words, "Women's thread silk" are up about one-fourth inch too high. In connection with a card like this in either case or window petite price tickets should be used.

In card Number 6 is shown an initial "O" in relief, coated when dry with silver from one of the little german china pans.

The lettering here is all single stroke. One who desires to make embossed or raised initials, can get five cents' worth of kalsomine in a paint store and rub up a little in a tumbler (remembering that it does not keep) and use a small lettering brush to make the initial with. It will flow in the brush but the letter is made by a series of jabs.

When it begins to set, it can be smoothed down with a clean brush dipped in water. When nearly dry it may be colored any color or bronzed with silver or gold.

In card Number 7 is shown how single stroke lettering may, when real small be trued up with the music pen. The card is brown throughout except

for the red initial "F." A delicate tint of brown shows in outline around letters "ootwear."

Where three prices are used it is better to drop them down on a slant especially on a narrow card. The roman letters and figures are music pen outlined.

You may believe me or not, but if you cannot draw a roman letter with a lead pencil you cannot make it with a brush, but if you can sketch it with pencil you will not have as much trouble in making it with a music or ball point as with the brush. Men's wear stores generally go in more for novelties in cards than dry goods and similar stores.

In card Number 8 is shown a quickly made card with air brush rectangle, flower ornament and initial at left. Straw hats, brush single strokes, remainder of lettering music pen.

The music pen was made for music teachers to write out simple exercises for their pupils on paper ruled for that purpose. It was first used in card writing by Binger and it is a pity its merits are so little understood. The only makes fit to use come from abroad so if you are using a pen with an American maker's name on it, you will please not think I am over rating this tool for the American makes are worthless for cardwriting, though I dare say they are all right for lettering musical notes.

In my last article I said that in this number I would feature the German relief writing tool but I regret to say that I let it fall and broke it beyond repair. I will take it up in the next issue.

In the past few months I have received several "distress" calls from trimmers who had been trimming for years and who all of a sudden found themselves confronted with the problem of making signs.

Now those fellows will have to buckle down to it—and that's the way to learn cardwriting.

A big correspondence school is always driving away in its advertising to "be prepared when the chance comes" and it is pathetic that so many young apprentices and skilled trimmers will loaf around the shops when they might better be learning cardwriting.

I've yet to meet a cardwriter who wouldn't help an industrious trimmer out with a few alphabets, hints, etc., when the trimmer was an employee of the same store. I've offered to help dozens myself and I know other brother cardwriters who have done the same along State street, but most of these young cubs think they will get the head trimmer's place some day and say "nothing doing on cardwriting." Sooner or later they are sorry. If you are a youngster breaking into the game, get busy with cardwriting *now, today,* so, if your boss wants to try you out if anything happened to the regular trimmer tomorrow, you'd be ready.

If you are a young apprentice and you didn't like to study grammar in your school days (and few of us did) get busy now and devote a little time to that, then watch the layouts of high class retail advertising—try pulling ads to pieces and rewrite them.

Advertising is largely the art of condensation—but to condense the language into forceful English, you certainly must know the grammar of the language.

You do not have to get to be a head trimmer in a merchandising palace in a big city to get a good salary if you can write fair ads and signs and trim



fair windows—for plenty of live merchants will pay more for your services in a medium sized town than you will get in the big cities and as I once heard a droll old Irishman remark, "It's better to be a king among hogs than a hog among kings."

A few days ago a letter came to me from an old student of mine. He did just what I have advised in preceding paragraphs of this article.

Today—and it's only three years since he left here—he is getting $40 a week and was given some stock in the store he works for in appreciation of faithful services rendered, and is accumulating more out of his salary.

Ever hear of that, in the big cities? I didn't, not as far as trimmers and cardwriters are concerned.

THE PRIESTER-HICKEY SHOE CO., of Rock Island, Ill., advertise a kite to be given away with every pair of boy's shoes. As every youngster is in particular need of a kite at this season of the year, an offer of this kind should meet with an enthusiastic response.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" Established 1893
"The Show Window" Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON - - President
G. H. LAMBERTON - - Sec'y and Mgr.
THOMAS A. BIRD - - Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

EASTERN OFFICE, 1229 Tribune Building, New York City

Telephone 4349 Beekman

WILLIAM H. ROSS, Eastern Manager

RATES FOR SUBSCRIPTION

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All Other Countries - - - - - - - - - $3.00 a Year

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Direct all Letters and Make all Remittances Payable to the Order of THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.

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Official Organ of
The International Association of Window Trimmers

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

May, 1914

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Mail Order Specials

METROPOLITAN department store advertisers necessarily lose a considerable part of the value of newspaper circulation through the fact that the papers are distributed to more or less distant surrounding towns where people would find it difficult to take advantage of the advertised offerings. Since the parcel post went into effect the merchant should be able to cut down this lost circulation by means of mail orders. Wanamaker's Philadephia store has made some experiments along this line. What they call "Mail Order Specials" are inserted in the regular advertisements. A small space is set apart to advertise some article that can readily be sent by post at a small cost. Millinery, waists and similar light weight goods are selected for this purpose. The "Mail Order Special" contains a detail drawing of the advertised article and the description is complete and accurate so the customer may get an accurate mind-view of the "special" before ordering. Postage is prepaid within the first, second, third and fourth zones.

It would seem that there is an idea in this plan that might be developed into a big thing. At any rate it is worth trying out, which could be done at small cost. If desirable, free delivery could be limited to the first or second zone. Not only the low postal rate but the reduced express rates make the shipment of light articles so inexpensive that the merchant could easily afford to prepay carriage on most things.

Gimbel's Editorials

WE HAVE OFTEN made reference to the advertising editorials that are run by Gimbel Brothers of Philadelphia. These little talks are tucked away in one corner of the regular advertisements and are printed in small type. Sometimes they have to do with the policy of the store but quite as often they have nothing at all to do with Gimbels. They do not occupy much space and it seems likely that a good many people will read them. Here are several that have appeared recently:

IT'S AS PLAIN AS PRINT

that stores differ in service-giving; differ in the power of service-giving—and that if there was but one store in a city, it would not get all the city's business, and certainly would not be a fosterer of the city's drawing power.

What store serves you?

If having no need to count your dollars over and over, the store that, like the king's ships of old, brings fine things from world-wide.

It is, we believe, pretty generally understood that the Gimbel Stores excel in foreign collecting and buying equipment—in the person of its heads of staff; its resident organizations in foreign cities, and the staff of resident American buyers who go abroad once or oftener yearly to catch up the threads of mercantile discovery by our resident foreign people and to make such trips of exploration as conditions suggest.

We know that in most lines of our activity the Gimbel Store stands first in service-giving.

If one needs to think twice before spending a dollar, then it is clearly provable that the Gimbel Store stands first in service-giving.

Every large business has its staff of testers—to keep it informed. Stores have staff of shoppers—women and men of training and experience—that must honestly and fully report city conditions. One store may ask of its "shoppers" to be sure to note when any other store is exceeding it in display or "fixtures" or in some one or two lines of merchandising. Our shoppers have but one injunction: make us sure that we are best in real value-giving, or report instantly when any responsible person here has been lulled into just passable service.

And so we know that for the rich, the independent and for those who should "make by saving" —

"Gimbels" Serves Best.

* * *

TAXING INITIATIVE

A man plans and saves, and buys a lot. On this lot he is assessed for purposes of taxation. He plans and saves; and finally manages to put a building on his lot. He is reached at once by the tax collector.

Pretty soon the good building he has erected puts vim into another lot owner to improve his property—he is taxed on all he does.

After awhile the whole section or block is built up—the direct outcome of the first builder's initiative. Then the whole block becomes more valuable, because a community of improvements proves a drawing power, so the taxing power is again invoked and the assessment of every property in that section or block is raised—a further tax on the initiative of the first builder.

"But," says someone, "his property is worth more money because of his initiative." Possibly, but what of a lot owner in the next block who lacked initiative altogether—whose lot is hardly held from being a common dump? As the growth of the initiative man's efforts have spread, the lot of the non-progressive man becomes in request, and he finally sells it for two or three times the sum that it cost the person who gave it to him.

Talk about "unearned increment." There it is—and plus.

And yet, the man of no initiative is almost always the one who decries "high taxes," and bemoans as "graft" money spent in improvements.

Do some people ever think—think straight?

* * *

Do you remember the old-time base ball playing?—when the pitcher met the batter's request for high or low ball?—when the game was less than the present-day utmost striving by each side?

It's real man's work nowadays—employing an army and healthfully delighting millions.

The old-time store asked for favors—and the old-time merchant had scanter standing in the community. Did he serve as stores serve now? Was it not a game of getting all one could, as against today's method of utmost value-giving? Depending on some business at enormous net profit as against today's great volume of business at very small net profit?

Courtesy and all possible information about goods is certainly better than preying on the public, with dealing smeared with palaver.

Dollar Day

THERE'S NOTHING NEW about the idea of Dollar Day. This scheme with variations has been used in different cities for the past ten years or more. However, the fact that this co-operative selling plan is still being used in many towns would seem to indicate that the scheme is still a good trade puller. We have before us some twenty or more newspaper clippings from different towns concerninig Dollar Day sales that have been conducted within the past few months. It is a significant fact that each of these accounts is highly enthusiastic over the results of Dollar Day sales. In some towns Dollar Day has been made an annual event and the public has formed the habit of looking forward to this occasion as one on which unusual values may be expected. There are many towns that have not held a Dollar Day and it would pay the merchants in these places to get together and discuss the practicability of conducting a selling event of this kind.

A Voting Contest

A. D. MATTHEWS' SONS, of Brooklyn, N. Y., are conducting a voting contest in vacation trips with all expenses paid, for the ten school teachers of Brooklyn who are fortunate enough to secure the greatest number of votes. Two of the trips are to Europe lasting 44 days; two are to Nova Scotia and Canada; two are to Niagara Falls and Canada; two to Bermuda and the remaining two to Atlantic City. A little booklet is issued by the store explaining the simple details of the contest and the trips. A vote is given with each ten cent purchase.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.
J. KINLOCH BROWN, Boston, Mass.
JOHN STIFF, Dallas, Tex.
C. O. JOHNSTONE, Minneapolis, Minn.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



SHOWING LEDGE DECORATION IN POSITION.

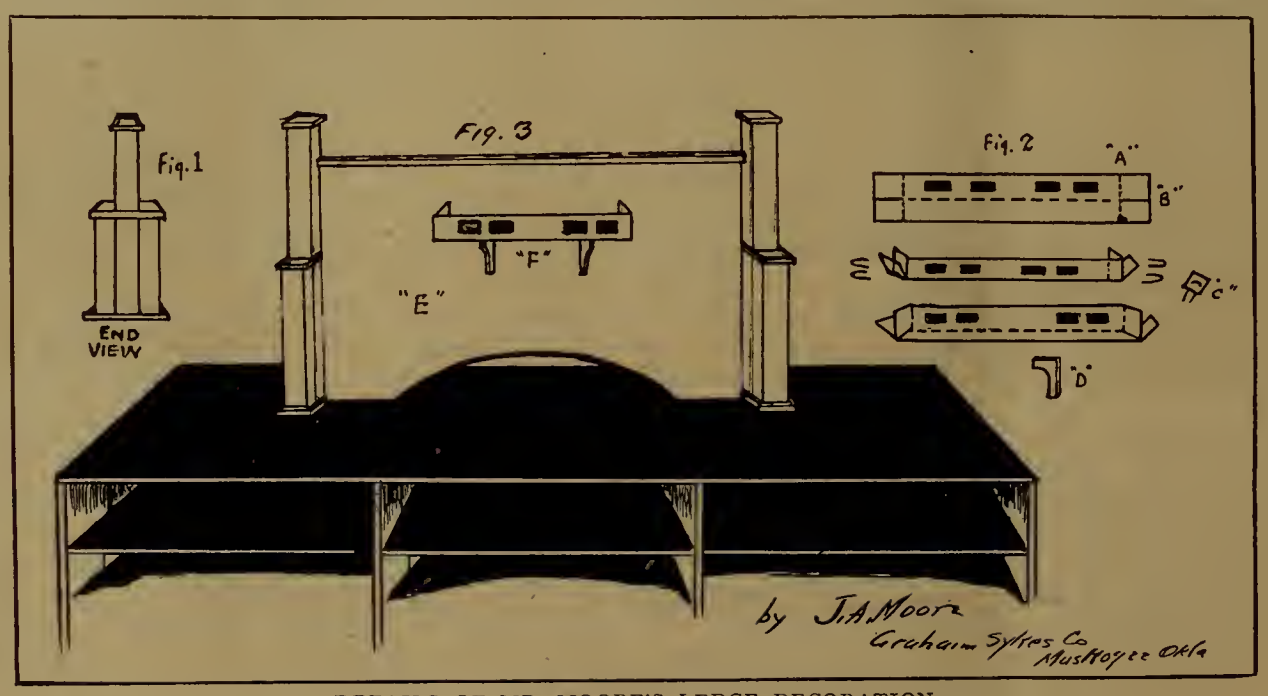
A Decoration For Shelving

ON SPECIAL OCCASIONS it sometimes happens that it is desirable to put up some sort of decoration above the shelving. Here is a suggestion for a decoration of that kind, that is offered by J. A. Moore, decorator for Graham-Sykes Co., Muskogee, Okla.

Although the photograph is not a very clear one, it shows a number of Mr. Moore's decorations in place. The pen sketch shows the details of their construction. This decoration was painted in an old ivory tint and mottled with dashes of the same color in darker tones. Cold water paint into which sawdust had been mixed was used for the finish, and when dry this gave a fine soft effect that was very pleasing to the eye.

In the sketch, Fig. 3 gives an idea as to the general construction of this decoration. The end pieces shown in Fig 1 were made of 4x4 inch pieces so that their weight would be sufficient to keep the display securely in place without nailing it to the top of the shelving. Nails could not be used for the reason that the top of the shelving is finished in mahogany. Each end section was made of two pieces 4x4x18 inches and one piece 4x4x36 inches. These were fastened together by 1x2 inch strips. "E" shown in Fig. 3 was a solid piece of composition board 30x48 inches in size. In the middle of each side of the large panel was a small flower box made of heavy mat board.

The flower boxes were cut and scored as shown in Fig. 2, each box being made with a bottom, one side and two ends. The ends were folded over as shown in the two lower drawings in Fig. 2 and fastened with staples taken from pin tickets. Below the box are placed two small wooden brackets as shown in "D." When completed, these designs may be decorated in various ways. Flowers appropriate to the season may be used in the flower boxes, while baskets, vases or jardinieres may be used on the end posts. Mr. Moore had ten of these decorations on the first and second floor of the store. They were put in to take the place of the Wernerwerk designs that were described in a recent issue of this journal. Such decorations may be used for several months if desired.



DETAILS OF MR. MOORE'S LEDGE DECORATION.

By changing the floral decorations, their appearance can be sufficiently altered to make them appear new.

One advantage of a decoration of this character is that it can be completely finished in the work room of the decorator, after which nothing remains to be done but to set it in place on the ledge. This idea can be carried out in a great variety of ways with satisfactory results. Where the shelving is rather wide, the decorative design placed in the middle forms a background for a display on either side, and various kinds of merchandise can be shown to much better advantage with this kind of background than it could if there were no background at all. These backgrounds serve the same purpose as those in windows.



Plate No. 4853—A Bridal Window by P. J. Hemrich for C. Denecke, Cedar Rapids, Ia.

In a few weeks decorators will be putting in June Bride windows and here is a good suggestion for one. Most of the details are quite clear in the picture. Two dolls dressed in white lead the procession strewing the floor with blossoms. Only one of these dolls can be seen in the picture. Then came the bride followed by another doll who was carrying her bridal veil. Next followed two bridesmaids each carrying a staff shaped like a shepherd's crook. Last was the mother who had snow white hair. There was a slight elevation built at the left end of the window and this lead to steps by which a narrow platform at the back was reached. Bride's roses were used on the background. The show card read: "Here Comes the Bride."



Plate No. 4854—A Tango Window by John J. Farren for Levy Bro. & Co., Savannah, Ga.

The wonderful popularity of the Tango which has swept the country from one end to the other has been capitalized by the advertising man in various ways. Big stores have had exhibitions of Tango dancing by experts and some have even gone so far as to employ instructors to teach the new steps to customers. One store in the East recently had a "Tango Tea" to which the public was invited. In advertisements we read of Tango gowns, Tango slippers, Tango hats, and so on ad lib. However there has never before been called to our attention a Tango window display such as the one above by Mr. Farren. The picture is almost self explanatory. A couple was posed as if dancing; another was discussing a dance card, while two young ladies were operating a Victrola. The whole setting was quite natural and to add to the effect, a Victrola was operated practically continuously in the basement below the window. The gratings were opened and any one could readily believe that the lively Tango airs were coming from the machine in the window. This window drew and held big crowds and kept the people guessing as to where the music came from.

SHORT LENGHTS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF.

Cretonne and Chintz for Summer Draperies. All new goods, imported and American, in a wide variety of the newest designs, including the cubist and futurist patterns, all in the most beautiful color effects—four hundred patterns from which to choose. Material for furniture covers, curtains, pillow cases, bed spreads, etc. There's inspiration for the housewife in a glance at this assortment.

Madras Curtains Have This Peculiar Advantage. They contribute to the color scheme of the room without shutting out any of the light—and every householder knows how important it is to secure these two points. Curtains such as these new Scotch madras arrivals, their ivory ground decorated with tinted figuring, may be chosen to fit in with almost any color idea you have in mind. The pink, blue and lavender used are washable and unfadeable by either sun or water.

5,000 *Yards of Cretonnes, 30c, 35c and 40c values, 25c.* We have a special lot of about forty of this season's most attractive patterns, and have marked them at this very attractive price. Coming as it does, right on the threshold of the summer season, this opportunity will prove of special interest to all home-furnishers. The range of colorings permits the selection of the exact Cretonne to conform with the summer color-idea of your home. Regularly 30c, 35c and 40c a yard—now 25c a yard.

About 100 *Mussed Bedspreads at New Low Prices.* Slightly soiled from being on exhibition, for which reason the prices now are 90c to $10, hitherto one-third to one-half more. Imported and domestic spreads included, honeycombs, Marseilles and dimity; single and double-bed sizes; some white, some colored, others embroidered; not one seriously hurt.

Cool, Clean, Fresh-Looking Summer Rugs. In rag rugs alone, the most beautiful and durable of all Summer rugs, there are half a dozen different weaves. Some have plain centers and fancy borders with either floral designs, tapestry effects or scenes; some have plain centers and striped ends; some are in the old-fashioned "candy stripe" patterns, like grandmother used to make. Prices are various, according to the weave, and the majority are much less than Winter rugs of the same size would be. There are also various kinds of porch and bungalow rugs of grass and fiber, and the prices of these are indeed small.

Odd Crex Rugs At a Little Less. Suppose, after forty 8 x 10 ft. rugs have been woven, there is just enough left on the loom to make an 8 x 9 ft. rug. Or, suppose the remaining fabric is either too large or too small for the exact size that loom is weaving. The result is an odd soize rug that can be sold at about a fourth less than regular size. And because houses and porches are now built to fit rugs, this odd size may be just what you want. Here is an opportunity to buy Crex rugs for less than the stock sizes will be selling for in a few days.

Tennis. All over the city tennis courts are being put into shape and the pioneers have already been out to play. This season we have a collection of racquets that are of interest to all players, even those not intending to buy. France contributes a famous model and among the English racquets are the highest priced pair in the world.

Fishing. Contrary to various bits of humor on the subject, the man with the proper equipment catches the most fish. It is the same with sport as it is with business, the man who goes about a job right gets results. Here is the place to get the proper tackle, for the trout now biting or for other fish whose seasons are on the way.

Motoring. A few years ago any man who owned an automobile was either a millionaire or was regarded as such. That meant that a certain class of supply men considered him fair prey. Now that thousands of moderate-salary men drive their own cars, the business of selling automobile supplies is getting down to a business-like basis—Wanamaker's having started.

Base Ball. Popularity is a poor, weak word to use in connection with base ball this year. With a new league to watch, the fan won't have time to eat. The University of Pennsylvania nine, that plays Yale tomorrow afternoon on Franklin Field, got its sweaters, jerseys and shoes at the Wanamaker Sporting Goods Store. Any player will find it pays.

Nowhere in the Paper Is There Better News for Young Men than this statement that we have just opened up a fine new lot of Norfolk suits, in seven styles. They include homespun effects, gray flannels, fancy mixed fabrics and blue serges; with or without vests, some with loose belts, others with belts attached; every suit made especially for this Store with a view to backing up our printed claim of proving better suits than can be had anywhere else for the same prices. This new lot are $15, $18, $20 and $22.50.

Men—$20 and $28 Suits, $16.50. *Special Concessions From a Noted Maker.* A clean-up of his short ends of cloth. He made these Suits every bit as well as those which sell regularly at $20 and $28. We secured the extra value because we are one of his largest customers. Splendid Suits for business wear. Fine worsteds and cheviots in blue, gray and brown mixtures. Plenty of the new pin stripes and shepherd checks. The fabrics are *right*—handsome and durable. The tailoring is of the Loeser *"built-in"* kind. Solid, sensible business men who want Clothes to match their own personalities will find this an exceptional opportunity.

Interesting Boys' Clothing News. Probably it is because as much care is taken in the making of our Clothing for boys as that bestowed on Clothing for his older brother. It may be that the styles here are particularly satisfying to both boys and parents. Whatever the reason, the fact remains that those who once purchase a Suit here, invariably select the new one from our stocks. Bring the boy to-day, and see the thousands of new Suits.

Men's Summery Scarfs of Fancy English Crepe. Smartly dressed men will favor these new Four-in-hands and Bow Ties that have been made up expressly for us from English crepe of our own importation. The fabrics display a wide variety of attractive patterns, and their lightness allows the Scarf to slip easily through the turnover collar. Many of the patterns are exclusive, and when once sold cannot be duplicated. Four-in-hands, $1.00; Bow Ties, 75c.

Man Alive! "Trifles make perefction, but perfection is no trifle." Bone buttons on our men's suits at $25 to $45 instead of the composition kind are only a trifle, but they help a little in making the suits as nearly perfect as it seems possible to have them. It doesn't take an expert to see that they are fine beyond any suits yet offered for the same price. A fresh lot of Balmacaan coats has just come in; bluish, brown and gray mixtures—$18, $20 and $22.50.

Men's Spring Shoes Specially Priced at $4.60. *About* 600 pair made by one of the leading manufacturers in the country to sell for $6 and $7, but sold to us as an overlot. High and low shoes in button and lace styles and all new Spring and Summer models. Leathers are tan calfskin, dull black calfskin, patent leather, glazed kidskin and glazed kangaroo.

"Time is Money" But Loeser Words Are Dollars. This page is written carefully, concisely and truthfully. It takes perhaps ten minutes to read it. It announces today a total saving of several thousand dollars. In other words, we shall indirectly pay into the pockets of the readers of this paper their share of this large sum, since it is through Loeser enterprise that the savings are made possible to them. No time is better spent than that given to reading the advertisements of this great store. None is better paid for. Read them *carefully*—read them *all.* By doing so you will save money and come to a better appreciation of Loeser ideals and Loeser values.

Young Men's Braided Suits, Oxford gray—size 30 *to* 36, *A notable value at* $17.50. The braided coat is the smart thing in masculine modes this season—particularly in young men's clothes, for it takes the young man to carry off to advantage and radical departure in style. These Oxford gray suits are cut on follow-figure lines, with trim sleeves, soft roll lapels and narrow trousers, the coat silk braided as finely as human hands can do it. This, unquestionably, is the smartest style for the young man this Spring, even as Saks tailoring is the smartest always.

A Plain Talk on Clothing by Which Philadelphia Men Can Profit. What value do you receive for the amount you choose to pay for your Suit or Overcoat? No matter where you purchase, unless the garment through some turn of the trade has been reduced in price, you receive no more value than that equal to the amount you give. But the point is—do you receive *full value* for your investment? The quality standards of the Stein-Bloch Co., and Hart, Schaffner & Marx, principal contributors to our stocks, are known to men the world over. These manufacturers, pioneers in their line, know the full value of reliable fabrics and skilled workmanship. They have made an exhaustive study of the newest correct styles and the faultless cutting of the cloth and the moulding of the garment. That is why, no matter whether you pay $18.00 or $40.00 for a Spring Suit or Overcoat from either of these makers, you are certain of obtaining the fullest honorable value, in fabrics, workmanship, style and finish, that your money can buy. The new Spring Suits and Overcoats from these and the best of local manufacturers are here—and you should see them.

When a Man Buys Clothing—In addition to style and fabric, he must consider well the thousands of hidden stitches of which the garment's innermost foundation is composed. For the Suit or Overcoat with carefully-made inner parts after months of service, will display the same grace of line and smoothness of seam that first won the purchaser's fancy. That's why so many men like to come here for their Clothing. Experience has taught them that there are no "Leaning Towers" of clothescraft in our stocks. Men, both young and old, will find much of interest in the new Hart. Schaffner & Marx Suits for Spring. They display an abundance of new foreign worsteds and American weaves. New Spring Suits from the Stein-Bloch Co., and Hart, Schaffner & Marx are here at prices ranging from $18.00 to $35.00. From other manufacturers, $15.00 to $25.00

The Month of Rains and Men's Best Raincoats. Raincoats are made so well now—with so much style and such fine fit and comfort—that men don't need the excuse of rain to wear one. And any man who knows enough to come in out of the rain should know the advantage of buying his raincoat before another shower. Rubberized material in tans, grays and olive greens, $10 to $25.

Men's $15 *to* $20 *Spring Suits,* $12.50. *Men's* $20 *to* $25 suits that men of sense would quickly choose at $20 each. In verification we invite you to see for yourself. Fabrics in these Suits are $20 worth in both style and wearing quality. Dozens of the latest patterns—shepherd checks, pin stripes, plain blues and grays, handsome mixtures. Tailored in the Loeser *built-in* way so they hold their shape well. Only 150 of these Suits. Every one is remarkable.

Beautiful Silks. It is Silk season. Silks are lovlier than ever before—and Dame Fashion uses them lavishly. Many times a day we are told that the Loeser Silk Store is the most satisfactory sort of a place in which to choose Silks —that patterns, qualities, colors, prices are not easily to be equaled. Today we make some special offerings which can be continued again tomorrow.

Reliability in Black Silks. Not all Black Silks are reliable in weave or dye, as many women have found out to their loss after wearing inferior weaves a short time. It is often actual economy to pay a trifle more a yard and get Black Silks that wear well, than to save the difference and have only disappointment instead of service. Our silks are so carefully chosen for quality and the manufacturers who supply us must conform so strictly to our high standard, that there is absolute safety in buying here.

The Silks Favored by Fashion. Fashion has been generous in according her favor to many weaves this season, demanding only that they be of the required softness to drape beautifully. Equally lavish has she been with color, favoring vivid colors, staple shades, and wonderful color-combinations, to an almost equal degree. All are here in this great Silk stock—every weave that has quality to commend it, every color and shade that the ingenuity of color-artists could devise:

Silks! Silks! and More Silks! The buying of Silks, unprecedented though it has been all this season, bids fair to be outdone by the activity which will prevail now. Styles are definitely fixed, even in the minds of those who preferred to wait until after Easter before deciding what to slect, and the Silks in vogue this season can be worn throughout the entire year, so soft and supple are the greater number of them. Any one of these can be purchased with our assurance of their being in the height of style.

A Word About Our Black Silks. We could write a great deal about Black Silks in general and our Black Silks in particular, if space and our customer's patience permitted. Lacking the one and not wishing to tax the other, we shall content ourselves by saying that our Black Silks are, first of all, absolutely RELIABLE in weave and dye. Secondly, that they are the weaves most in demand this season, and are here in greatest variety, and lastly, that our prices are fair to every one concerned. Is it any wonder our Black Silk counters are always lined with enthusiastic customers?

French Means Fineness in White Dress Linens. We don't think it ever meant as much as it does in the goods that have been coming in here for the last ten days. For individuality and distinctness they are certainly unsurpassed and scarcely equaled. There is a medium-weight 46-inch linen at 75c a yard. A coarse, heavy goods 45 inches wide for skirts at $1 a yard. At the same price, but in the 2½-yard width, you will find a very heavy ramie weave; and for $1.10 a yard there is a fine 45-inch fancy grade in an irregular weave or design. The pick and choice of the French looms are here.

Every New Paris Box Brings a New Idea—Look at These Latest Foulards. They are in the subdued street colors printed with brightly colored small flowerd effects and they are very chic and pretty. Not as many as we could wish of them. They are double width and only $1.50 a yard, despite the fact that they were made to sell for much more. *Other new shipments bring black moires,* which are very scarce, $1.50 to $4.50 a yard; black taffetas, foreign and domestic, $1.25 to $3.50 a yard, and black coteles and fabrics, $2 to $4.50.

Needles Will Fly Through These New Suitings. Women who have been putting off dressmaking are beginning to hurry things now—warm weather might descend any minute and find them unprepared. New gabardines, crepe poplins, crepe diagonals, all-wool crepes, needle cords, poplins and whipcords, besides the always staple serges and broadcloths —all are ready for the one-piece gown or the tailored suit. Blues are the reigning favorites. But the color range includes olives, myrtles, tango, taupes, tans and wistarias.

Cotton Ratine at 15*c.* 6,000 yards of it just in—and no less amount would bring the price of this quality so low. since ratine is one of the most popular Summer fabrics for one-piece dresses, suits, skirts and children's clothes. Pink, light blue, lavender, golden brown, rose, garnet, Copenhagen, navy blue, white and black. 27 inches wide.

Women's Spring Suits, $25.00. We pride ourselves on our collection of $25.00 Suits, for nowhere in this city and in few other stores in this country, even, is there another to equal it. Dozens of models, elaborate and simply tailored, are included in it, many being copies of Suits selling at considerably more than $25.00. The materials are fancy crepes, gabardines, serges and many other weaves, silk poplin and moire. The trimmings are principally moire, taffeta and novelties. Every variation of the tunic, flounce and flare is shown, and the tailoring is of the irreproachable quality usually associated with Suits higher-priced than these —$25.00.

$27.50 *to* $40 *Spring Suits for Women,* $23.50. Another of the remarkable purchases for which this Store is famous —a special lot of spic-span new Suits, fresh from the hands of the manufacturer, who found himself unable to deliver them before Easter, and we took the entire lot at a great reduction. The Suits are of such fashionable materials as silk crepe, mannish serges, poplin and check materials; are expertly tailored, handsomely lined, and embrace the very latest features in skirts and coats. All sizes from 34 to 44 —and every Suit worthy of a place in our stock—$23.50.

Thousands of Women's Spring Suits. It is safe to say that more women will be SATISFACTORILY fitted in Spring Suits here today than anywhere else, because of the immense collection of Suits and the hundreds of different models in our stocks. Not only that, but our Suits are so accurately cut and proportioned, that many can be worn without the slightest alteration—something to be borne in mind in making a last-minute selection. Semi-tailored and fancy models are almost equally represented in these.

FLORAL PARADES

AN EVENT THAT OFFERS THE LOCAL WINDOW DRESSERS ASSOCIATION A GOOD OPPORTUNITY TO MAKE A SHOWING—GET TOGETHER AND ORGANIZE A PARADE—EASY TO DO

FLOWER PARADES have been given such a thorough try-out in so many cities that there no longer remains any doubt as to their advertising and trade bringing value. For the quiet summer months there is nothing that will stir up public interest and bring out the crowds at so small a cost as the flower parade, and this suggests a good idea for the local window dressers' associations. Get together and organize a parade.

Window dressers' associations in various cities have distinguished themselves by promoting "Fashion Week" and similar events. They have by hustling got the merchants to co-operate in ways that had been unheard of before the decorators got together and started things moving. A flower parade would be infinitely more easy to arrange for than a



fashion week as it is something that every live merchant will be glad to participate in provided someone starts it. One window dresser might find it difficult to get a movement of this kind started but with the prestige of united action, the thing should be easy.

It is not a difficult matter to get up a parade of this sort but the details should be handled in a systematic manner in order to secure the greatest measure of success. Of course it would not be practicable for the trimmers to do all of the work connected with promoting and conducting the parade but they could easily do the principal work, namely—getting it started. The first thing to do would be to get together and talk the matter over. After this preliminary meeting, there should be another meeting called and all the business men of the city should be called in to participate. At this meeting the proposition could be discussed thoroughly, the date selected, etc.

Committees should be appointed and these should be made up of representative business men



who can be depended upon to give the matter enough attention to make it a success. As the success of the parade will depend largely upon the ladies of the city, they should be represented upon such committees as their work will be of the greatest service. It is unnecessary to go into details as to the various committees as that is a matter which will adjust itself according to circumstances. However, there should be a committee on decorations. Naturally this committee should be composed of window dressers and their duties should be to make whatever rules may be necessary in connection with the manner in which the cars are to be decorated. As this is to be a *flower parade,* one of the rules should be that all vehicles entering the parade should be decorated with flowers. Otherwise there will be some who will trim their cars or floats with some strips of bunting and flags, which would be undesirable.

It is not possible to go into all of the details of planning and conducting a parade in a brief article such as this. However, it may be stated that with a reasonable amount of business management there should be no trouble in making the plans and carrying them out. After the movement is once started, it will be an easy matter to arouse enough public interest to insure success. As the merchants will stand back of the undertaking, the newspapers will do everything in their power to advertise the event in their news columns.

But there are many towns in which there is no local window dressers' association, and in these



cities the flower parade would be a mighty good opportunity to get together. Every trimmer in the town would immediately see the advantage to him of a parade from which he would be likely to get more or less outside decorating to do, and this would induce him to co-operate with the other decorators even if he were not inclined to do so otherwise. All that should be necessary would be for some representative decorator to call upon his fellow trimmers and get them interested and in no city are there so many decorators that this would be a big undertaking. The thing could easily be done in a few hours.

This suggestion is one that is well worth acting upon. If the idea can be carried out, and there is no good reason why it cannot, it will bring crowds of outside people into town which will mean more business for the merchants and a good advertisement for the city. It will also mean a chance for



every decorator to pick up some easy money. But the main effect of such a parade, promoted by the united efforts of the window dressers, will be to gain recognition for the trimmers. The window dresser is a big factor in business but this fact has not been generally recognized for the reason that the craft generally lacks self assertion. The best way to get to the front is to take the initiative—to get into the limelight by *doing things*. This has been proved conclusively in those cities where the window dressers have got together and promoted fashion shows. In these cities the window man has placed himself on a basis so satisfactory that such a thing would not have seemed possible a few years ago. Co-operation is the thing—it is the intelligent team work that counts. This is a truth that window trimmers apparently are just beginning to find out.

The fact that there has never been any co-operation between the trimmers of a city should not be any reason for hesitating to start a movement to get together. One of the principal reasons why trimmers have not tried to affiliate and work in



unity is because heretofore there has not appeared any good reason for doing so. In many cases, window dressers have been somewhat diffident about approaching fellow members of their craft **at** *home*, yet they are generally on the friendliest terms with decorators in other cities. Whether this is because of a little unconscious jealousy or on account of diffidence makes no difference. The main point is that, taken as a class, they have never pulled together as they should and they have thereby missed a good thing. This is a day of co-operation and combination. In every line of work—in every profession we see men working for some common cause. Window trimmers should do the same.

So get busy, Mr. Trimmer. Put on your hat right now and start out to talk this thing over with your fellow trimmers. If you don't feel like tackling the thing alone, get some other decorator to go with you, and make the rounds of the rest of them. You will find it surprisingly easy to get them interested and the rest will be easy. If you wait, the trimmers of some nearby town are likely to steal your thunder and start a parade before you get into action.

We are sometimes asked what is the best time to hold a flower parade. Any time when the weather is settled is a good time. Hundreds of cities hold such parades on the Fourth of July in place of the barbarous old fashioned Fourths with their many accidents and fires.





Copyright 1914.—C. L. F. Co.

VALANCES

THEIR USE IS ESSENTIAL TO THE FINISH OF ANY GOOD WINDOW DISPLAY—PRACTICALLY EVERY STORE THAT MAKES A FEATURE OF WINDOW DISPLAY NOW USES VALANCES

Robert E. Heile

THE WONDERFUL STRIDES made in developing the art of window display are strongly brought home to us when, in some obscure place, we encounter a dingy store front of a short ten years ago. Step by step since the time this antiquated relic was considered a modern store, the merchant has improved the physical aspect of his place of business, devoting his first attention to his display windows.

Small window panes and heavy columns have been replaced by large unbroken sheets of fine plate glass set in metallic frames. Prismatic glass has been installed above to project ample daylight into the store. Windows have been inclosed in well designed backgrounds of a variety of attractive materials; more attention has been given to the effective display of merchandise; finer fixtures installed; in fact the entire business has taken on a new and infinitely more attractive character.

With all these successive improvements one of vital importance was for a long time forgotten—economical and efficient show window illumination. However, in the last few years remarkable progress has been made in this field and we now have available in this country the most perfect window lighting reflectors ever devised.

With the solution of this problem came another; how successfully to conceal from the vision of the passerby these excessively brilliant light sources, and from Europe came the suggestion—Show Window Valances. Valances have been used abroad for a great many years, France and Belgium producing perhaps the greatest number. Architecture abroad has been confined to certain distinct lines and valances of foreign manufacture have been made to conform with this old world architecture and except in remote cases are not adapted to the architecture of this country. Something newer and more in keeping with American requirements has been demanded and this demand has been met by the American made special valance which is primarily designed for American needs and to harmonize with American architecture. These valances not only serve to conceal more or less unsightly window reflectors but aside from this practical use add a most welcome air of dignity and exclusiveness to show windows of which they were so badly in need. They soften the hard commercial aspect of merchandise displays and convey a subtle impression of warmth and "hominess" that has a most satisfying result on the prospective customer.

Valances may be made of a great variety of materials, from velour, embroidered or appliqued in gold galloon, sunfast poplins, satin, broadcloth, etc., to delicately colored and semi-transparent armures or the sturdier natural colored druid's cloth in coarse basket weave, appliqued and corded in harmonious shades. These valances may be built about the individuality of any particular business. The monograms, trade-marks or crests of retail establishments may be incorporated in these designs. A rather striking example of this distinctiveness is displayed in Figure 1. This drapery



FIG. 1. *Copyright* 1914—*C. L. F. Co.*

is made of natural colored druid's cloth, the applique and cording being of bronze color. The words "Crown Hats" worked on each side in attractive letters and the price "$2.00" appliqued within the center.

In the larger picture is shown another extremely simple, well designed, and therefore, most attractive valance, containing in the center an effective trademark. In this case the cross banding and cording were in a neutral shade of brown, and the trademark was worked in an olive green, the body material being of basket weave druid's cloth.

These special valances are made of materials which have splendid sun-resisting qualities, and readily stand dry-cleaning. This is a most important point inasmuch as valances are sure to collect dirt and dust.

Since valances have become so popular, we see all kinds and conditions of draperies installed in show windows, regardless of rhyme, reason or harmony, and some of them are poor excuses, indeed. A valance to be effective must be well designed and to be lasting must be well made.

VACATION COURSES

WILL START IN JUNE

It is now time to get your enrollments in for the dates that you can get away from the store. This enables us to make arrangements for your classes, for your board, etc. On account of the large classes just before and after the Window Trimming Convention to be held in Chicago the first week in August, we suggest you plan to attend the school in June if possible.

Now Is the Time

to increase your efficiency by means of a few weeks spent at the school—at the same time enjoy your vacation on the shores of the greatest inland lake in the world. Hundreds of summer attractions added to the most complete course of merchandising instruction will make this the most profitable and enjoyable vacation you can have.

Koester Students From All Over the World

recommend our courses as the best. We can refer you to over 5,000 graduates in all countries of the world. Their success is a recommendation that you take advantage of the Koester courses that were such a help to them.

Complete instruction in

Window Trimming
Advertising
Salesmanship
Store Accounting
Card Writing

Write for Full Details

The Koester School
215 S. Market Street
CHICAGO

FROM JAPAN

Mr. Kotaro Kumagai, one of the Koester students from Japan, combines his Japanese art with Koester School instruction and produces some very fine window work.

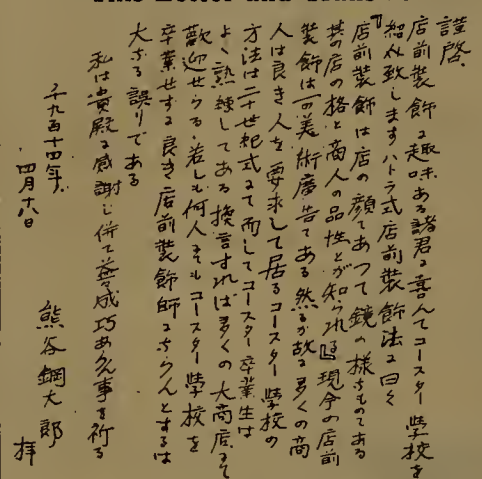
The fact that every civilized country on the globe is sending its most ambitious young men to the Koester School shows that the School's reputation is world wide.

This means that you cannot afford to miss the great advantage of receiving your instruction in the school acknowleged to be the best in the world.



Kotaro Kumagai

This Letter and Translation Will Interest You



謹啓、
店副裝飾ニ趣味アル諸君ヲ喜ンデコースター學校ヲ紹介致シマスハトラ式店副裝飾法ニ曰ク
『店副裝飾ハ店ノ顏デアツテ鏡ノ様ナモノデアル其ノ店ノ格ト商人ノ品性トガ知レル』現今ノ店副裝飾ハ一ツノ美術デアル然ルガ故ニ多クノ商人ハ良キ人ヲ要求シテ居ルコースター學校ノ方法ハ二十世紀式ニテ而シテコースター卒業生ハ皆ヨク熟練シテアル換言スレバ多クノ大商店ニテ歡迎セラル若シ何人ニテモコースター學校ヲ卒業セザル良キ店副裝飾師ヲカラントスルハ大ナル誤リデアル
私ハ貴殿ノ感謝シ併テ善成功ヲ祈ル
千九百十四年
四月六日
熊谷鋼太郎
拜

Original Japanese Letter

Mr. Geo. J. Cowan *April 10th, 1914*

Dear Sir:—It is with great pleasure I recommend The Koester School to any one interested in window trimming.

"The Butler way Window Trimmer" says "The display window is the face of the store, mirror like it reflects the character of the store and the merchant."

Window trimming today is an art of advertising so that every merchant wants well trained men. The school method is up-to-date and Koester men make good. In other words every big store will do well to employ Koester men. No one can expect to be a good window trimmer without help from the Koester school.

I thank you very much, wishing you every success,

I am, yours truly, KOTARO KUMAGAI

Translation of Letter from Mr. Kotaro Kumagai



Sketches of decorative ideas adapted from the Japanese for show window backgrounds by Mr. Kotaro Kumagai.

Join the Great Army of Koester School Successes



Vase, fan and kimono drapes arranged in a completed window by Kotaro Kumagai

Sales Windows

SOME STORES with small windows make a practice of trimming their windows daily with a different line of goods always marked down to an unusually low price. As a general rule but litle effort is spent in an endeavor to get artistic results, the purpose to bring out the advertising features as strongly as possible. Big signs loudly call attention to the bargains and the price tickets are also big. Such windows when well handled serve the double purpose of selling the displayed goods and they also help to make for the store a reputation for low prices. When a person passes a store day after day and always sees something different in the window marked at a price a little lower than usual, he naturally comes to the conclusion that here is a live store where it will pay to trade.

The waste basket window shown here is a display of the sort referred to. The wire baskets were put in the window without any great effort at arrangement. Some were placed on the floor; others were suspended from the ceiling; some were filled with paper while others were empty. The signs in the window can be seen and need no comment. Outside the window may be seen another sign that ought to help out the display a lot. It is a long frame with a glass under which a card can be placed. On this card is always lettered some message with reference to the goods in the window. Such a sign stands out so prominently that no one can miss it. Another feature of this picture is the semaphore sign with the word "STOP." This is a simple contrivance but it is sure to catch the eye of anyone passing the store. In the short arm of the semaphore were arranged a red and a green light which were flashed on and off intermittently. This feature added to the novelty of it. The loose book





window is of a different character. This display won a first prize of fifty dollars offered by a manufacturer in a contest that was open to the retail stationers of the United States.

Baby Week

ACKERMANN BROS., of Elgin, Ill., held "Baby Week" to demonstrate various lines and promote busniess in their Infants' Wear Department. During the week, every baby who was brought to the store had its photograph taken free by one of the best photographers in the city. Each infant was also made happy by the present of a big toy baloon. A trained nurse was in attendance and was kept busy answering all sorts of questions as to feeding and caring for babies.

An Exchange Sale

THE H. E. BAUCH CO., of Milwaukee, adopted a novel scheme to move a stock of about 2,000 water bottles that they had obtained at a price lower than usual. They advertised that any one might bring to the store any leaky water bottle, dilapidated syringe, discarded rubbers, worn out garden hose, or any other article made of rubber and exchange it, with 49 cents, for one of the new bottles which were said to be worth $1.50 and which had been placed on sale at 98 cents. This unusual scheme appealed to the public and the big stock of bottles was quickly cleaned up.

AND NOW the tango has invaded the department store. N. Snellenburg & Co., of Philadelphia, recently gave a "Tango Tea" in their auditorium that was attended by more than five hundred persons. Professional dancers were employed to demonstrate the intricacies of the modern popular dances, and tea was served to the visitors.



Established 1908
SMEBY BROS
T.C.S.W.D.
TWIN CITY SCHOOL of WINDOW DRESSING
MINNEAPOLIS - MINN



TURN YOUR VACATION INTO PROFIT AND PLEASURE COMBINED

Learn to Decorate Windows and Write Show Cards

Our Summer Vacation Courses Now Being Formed. Send Us Your Application Early Stating When You Can Attend

A "Vacation Course" in the Twin City School of Window Dressing and Show Card Writing will make you so indispensable to your employer that you can easily command from 50 to 100 per cent increase in your salary.

Every Graduate of Our Vacation Courses Are Now Receiving a Larger Salary

THERE ARE MANY first class reasons why a prospective student of window dressing should attend the Twin City School of Window Dressing.

IN THE FIRST PLACE it is a practical, thoroughly up-to-date school. It is NOT a "one-idea" school. On the contrary, the student is taught thoroughly every branch that comes within the wide scope of all-around window dressing.

WHEN A STUDENT has finished the course he is qualified to take a position in any store, and he is so thoroughly trained in every branch that he can HOLD the position. He is not only trained to decorate the windows of the big department store, but to adapt and modify the big store's methods to meet the needs of the smaller store. In short, he is a competent all-around decorator, capable of doing any kind of work that may be required.

THIS SCHOOL TEACHES every modern method of handling goods. It teaches methods that are ORIGINAL WITH THE INSTRUCTORS as well as methods used by all of the BEST WINDOW DRESSERS IN AMERICA.

The Success of Our School Has Been Made by the Success of Our Students

THE SMEBY BROS. are men who thoroughly understand their business. They have had years of experience in the best and largest stores in America, covering all lines of merchandise. They know just what merchants require of a MODERN WINDOW DRESSER—they understand just the kind of work that is most in demand and for which the HIGHEST SALARIES are paid—and that is what their school teaches. A course in this school is worth years of experience in a first-class city department store.

THERE IS NOT a better city in America in which to study window dressing, than the Twin Cities. The climate and surroundings are ideal. There are many magnificent stores in which the windows are models of artistic handling. The best window dressers and card writers are employed by the stores of Minneapolis and St. Paul.

OUR CARD WRITING COURSE is the most practical in existence. Our system is the result of years of experience and study, and it covers every branch known to the card writer's art. Under our instruction anyone can become a proficient card writer in a very short time.

STUDENTS who have graduated from the Twin City School are PLACED IN HIGH SALARIED POSITIONS. They are employed by the highest class stores as fast as they are graduated. Practical merchants are willing to pay them higher salaries than ordinary trimmers receive because they are worth more.

IT MAKES NO DIFFERENCE where you live, it will pay you to attend this school. It is the only practical "short cut" to proficiency in window dressing, show card writing and a good salary. The cost of the course is trifling compared with the immediate cash returns when graduated. If you are ambitious to increase your salary, you cannot make a better investment.

Write for Catalog and General Information

SMEBY BROS.
TWIN CITY SCHOOL OF WINDOW DRESSING
17 So. 7th St., MINNEAPOLIS

International Association of Window Trimmers

OFFICERS

President, CLAUDE J. POTTER, St. Louis, Mo.

First Vice-President, A. W. LINDBLOM, Minneapolis, Minn.
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P. W. HUNSICKER, Grand Rapids, Mich.

BOARD OF DIRECTORS

Chairman, E. D. PIERCE, Rochester, N. Y.

G. W. HUBBARD, Grand Rapids, Mich.

E. J. BERG, Milwaukee, Wis.

Buffalo Local Banquets

The Western New York Window Trimmers' Association held a rousing meeting during a visit by International President Potter. A banquet was given at the Hengerer Store, which was attended by practically every big trimmer in Buffalo and Niagara Falls, after which Mr. Potter told of the work now being done by the I. A. W. T. and pointed out the vlaue of co-operation and the benefits derived through the local club movement.

E. Dudley Pierce, of Rochester, chairman of the Executive Committee, showed a number of interesting lantern slides and told what the Rochester Club was doing.

John Loock, of Rochester, also gave a short address on the exchange of ideas among the window trimming profession.

Buffalo has a live club and President Cook expects to have good representtion at Chicago for the annual convention. It meets regularly in the tea-room at the Wm. Hengerer Store, and is planning to take up the educational work in the near future—demonstrations, lantern slides and lectures.

Greater New York local

On Thursday, April 9th, nearly fifty display managers and Window Trimmers, representing many of Greater New York's largest retail establishments, met and formed what is destined to become another important addition to New York's many business building organizations, having as it has for its object, the making of better window displays and the sale of more merchandise through these better displays.

Enthusiasm that promises much for the future of this organization was shown by those present and it was decided that the association would affiliate with the International Association of Window Trimmers and cooperate in the country-wide movement for better displays. The name unanimously chosen was the Greater New York Display Manager and Window Trimmers' Association.

Mr. A. E. Hurst made a stirring address on the benefit to be derived from co-operation and later in the evening gave an entertaining and instructive talk illustrated with stereopticon views of window display in the large stores from New York to Portland, Oregon. Other ad-



THE BANQUET OF THE BUFFALO WINDOW TRIMMERS' ASSOCIATION.

Palmenberg NEW YORK

The Vari Set Latest Combination Fixture

There Are Only Nine Parts, but they make up the greatest little set of drapery and display stands you ever used.

Simple, Practical, Economical

Write for Explanatory Circular

J. R. PALMENBERG'S SONS

Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place

SPECIAL OFFER NO. 1

1 E. T. S. stencil prepared especially for us on new stencil paper, worth regularly 20c.

1 complete sample copy of the Dry Goods Economist, containing monthly Window Display and Store Equipment section.

1 copy of the E. T. S. book written by ten big retail men, entitled, "10 Display Managers Tell How to Sell It."

2 copies of the monthly E. T. S. letter to graduates containing a number of practical suggestions and drawings.

Also a number of interesting, illustrated circulars, explaining the value of our

1914 POST GRADUATE AND VACATION COURSES IN ADVERTISING, WINDOW TRIMMING, SHOW CARD WRITING AND SALESMANSHIP

New ideas, new plans, new lectures, new drapes, new display sketches, new and enlarged quarters, new equipment.

The most practical and thorough instruction ever compiled by a Retail Training School.

SEND 10c FOR THIS COMPLETE BUDGET ON RETAIL IDEAS TODAY

THE ECONOMIST TRAINING SCHOOL
The Instruction Department of the Dry Goods Economist
231-249 W. 39th STREET, NEW YORK CITY

THE SHORT ROUTE TO EFFICIENCY IN

SHOW CARD WRITING



Our new single stroke course in show card writing is the most unusual and original method that has ever been offered to the ambitious young man who desires to increase his pay envelope.

This new, revised course is under the personal supervision of Mr. J. G. Bissel, the well known authority on colors, brushes and general show card writing.

The new method will enable the student to earn money after his first few lessons.

A post card will bring actual hand painted specimens and complete information.

Write now while it is on your mind.

dresses were made, each having for its keynote "Co-operation."

The following were unanimously elected officers: President, A. J. Edgell; Vice Presidents, N. I. Fienglas, Thos. A. Knapp, S. Nissel; Secretary, C. L. Childs; Treasurer, Chas. Irwin; Trustees, Jos. Tremblay, H. M. Crowley, E. J. Zimmerman, C. H. Goodwin, R. Barter.

A program committee consisting of Messrs. Gaiser, Conner, and Gibbon was appointed to arrange demonstrations for the next meeting. Meetings will be held monthly and demonstrations and lectures give that will undoubtedly prove of material assistance in making better the window displays of Greater New York. A vigorous campaign for members will be made, the hundred mark being set for August 1st. Arrangements have been made for special cars for the Greater New York, Buffalo, Rochester, Syracuse and Niagara Falls Associations to go to Chicago in a body as the New York State delegates. An "On to Chicago" Committee will be appointed at the next meeting.

South Eastern Kansas

On March 26, the window trimmers of Coffeyville, Parsons and Independence met at the Carl Leon Hotel in Independence and organized the South Eastern Kansas Window Trimmers Association, starting with a membership of nineteen. They had arranged for a banquet, and Marion Halsey, of Halsey Bros., Independence, acted as toast master.



THE SOUTH EASTERN KANSAS ASSOCIATION BANQUET.

An interesting and very pleasing address was delivered by Hon. Chas. Kerr, Mayor of Independence.

Officers were elected as follows: Frank C. Kelly, Independence, President; W. R. Hall, Coffeyville, 1st Vice President; E. Sculley, Independence, 2nd Vice President; Ray Kimball, Parsons, 3rd Vice President; Matt Duncan, Parsons, Secretary; Marion Halsey, Independence, Treasurer.

The meeting proved to be a grand success, and much enthusiasm was evidenced. The next meeting is to be held in Coffeyville.

Los Angeles Local

At a dinner and business meeting held at a local cafe March 25 the display managers of Los Angeles elected officers for the ensuing year and adopted a constitution and by-laws.

The following officers were elected: E. E. Woods, of the Muse-Faris-Walker Co., President; C. A. Kupfer, of the Ville de Paris, Vice President; J. A. Jones, Jr., of the Coulter Dry Goods Co., Secretary and J. M. Walters, of the J. W. Robinson Co., Treasurer.

Mr. Woods was nominated by Walters and unanimously elected president. Walters, the "Father" of the display managers, gave a very interesting and right-to-the-point talk on the "Value of a Local Organization." The president was congratulated by all the members on the splendid address he gave on being installed into office.

The association, which is to be known as the Los Angeles Display Managers and Window Trimmers Association, has the hearty congratulations of many prominent organizations of the city and promise of their assistance. Application for membership with the national association of window trimmers will probably be made in the near future.

"Watch our association grow, boost Los Angeles," our slogan.

Yours truly,

JOHN A. JONES, JR.,

Secretary, Los Angeles Display Managers and Window Trimmers Association.

Rochester Busy

To the members and non-members of the I. A. of W. T.—When you go to Chicago this fall to attend the convention you can expect to attend the largest and best meeting and see the best demonstrations that you have ever seen.

You have officers this year who are working hard for the furtherance of this association and to make this next meeting a grand success.

Now ask yourselves—what have I done, and what am I going to do to help the Association?

This is what we have done in New York state. We have organized Buffalo, Rochester, Syracuse, and Greater New York City, which includes Brooklyn. We are coming to Chicago two or three car loads strong; special cars out of New York City picking up Syracuse, Rochester and Buffalo, including Niagara Falls.

This is not all; these locals are accomplishing something. One of our members said to me the other day, "I would not drop out of this Association if it cost me ten dollars a year. It is the finest thing from an educational standpoint I have ever attended." Does this sound like New York state as stated at Chicago last fall?—"that they are a bunch of barkers, make lots of noise, but do nothing." Wake up, you fellows around the country that had that belief, and show your colors!

As to you fellows who are not members, get busy and send to our Secretary for an application blank and information. It will save you time when you get to Chicago, and also save the other fellow a lot of time. We want to clean up the business in a businesslike form and get to the educational end of it as soon as possible, so will you kindly help the officers by attending to this before you get to the convention? Yours, as a Booster.

Very respectfully submitted,

E. DUDLEY PIERCE,

Member of the Board of Directors.

From the 3rd Vice President

Fellow Trimmers:

The time for our next convention is rapidly drawing near. It now behooves each of us to think of the part we intend to take in making this meeting a grand success. This has been the banner year of our existence. This should be our greatest gathering. The formation of local organizations has been very successful and because of this, our competitions and demonstrations should be very keen. In every *Local* there are members who excel in certain branches

Plan Your Spring Windows from
This Portfolio



Twenty-two Full Page Drawings fully described
By M. P. Staulcup

Practical and Economical Decorations

Price Only $1.00 Postpaid

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THIS NEW 48 Page Book FREE

CONTAINS 18 FREE ALPHABETS



Over 150 Illustrations of the Most Modern Equipment for Up-to-Date Card Writers

This great new catalog should be in the hands of every up-to-date card and sign writer in America. It represents the practical knowledge and experience of 15 years at practical show card writing. We have spent a great amount of money on this new book and we want every card writer to secure a copy. It is the greatest book ever issued for the card writing fraternity. In fact, it opens the way to "BETTER SHOW CARDS." Enclose a 2c stamp to Desk M, and a copy will be sent you *postpaid*;

The Card Writers Supply Co.
GALESBURG, ILLINOIS

of decorating; i. e., draping, displaying certain merchandise, back grounds or card writing, some have new ideas for fixtures, others a new floor covering; all of these are important factors in helping out our program from an instructive view point and that is what is needed. We have in our association as much brains and ingenuity as can be found in any trade or profession. No member should be at all backward in doing what he may be asked to do.

At the last convention I proposed contests in draping, card writing, etc., by members of our association. It was of the unanimous opinion of those in attendance that this would be beneficial. A friendly rivalry between members of different Locals should be very interesting and instructive. The members from even the small towns may be able to show their fellow craftsmen a few things which they have overlooked. They are frequently called on to do that which to some would seem impossible without the proper fixtures. To see the ingenuity used, and artistic effects obtained, is often-times very remarkable. The trimmer in the city where he is not handicapped with the lack of materials and fixtures should be able to furnish a greater part of the program and I trust will.

Now boys get together and boost. If you have enough members to start a Local, get busy and do so. Every trimmer should become a member of this organization as we are gaining more recognition in the commercial world every day. We want men of artistic ability, who are of good morals, sober and industrious. Men whom we can, if called upon, recommend to the best positions in our calling. Again we extend to you the invitation to join I. A. of W. T.

Fraternally yours,

F. W. WANAMAKER.

Local Associations Growing

There are now twenty-four local associations organized, most of them have applied for a charter from the I. A. of W. T. The following associations have been organized since our last report. Syracuse New York; South Eastern Kansas, taking the cities of Parsons, Independence and Coffeyville, Kansas; Los Angeles, Cal. and The Greater New York Display Managers and Window Trimmers Association, of New York city and Brooklyn.

The last one to apply is the largest on the list thus far. That of The Greater New York Display Managers and Window Trimmers Association. This makes the fourth association in New York state. Hurrah for New York, and Texas, too, they having five associations. How about your city? Have you anything started as yet? What have you done to get an interest started? The co-operative idea is winning. We want an association in every important city, and have them all united by one grand organization.

This will be the winning power of our organization. It is not our idea or principle to crush anybody, or to advance by the loss to a single person. But by education and co-operation we can help each other, without working injury to any one. Get the trimmers in your city to organize, then get a charter for the international, which will unite your association with every other association, with the same rights and benefits to all. Each individual association can accomplish but little, but united we can soon be a power to be recognized.

The Charters are now mailed out to all associations entitled to them, or who have applied for one. Get in line now so as to be ready to attend the biggest and best convention the window trimmers have ever held. They will come in special cars this year. And bring along your photographs to enter the contests. Quite a number expressed the

wish that they had brought some of their photographs last year.

The prizes will be good and many of them. Rules the same as last year. Are you ready? Make your plans now. It will not be long until the convention meets. I should be pleased to get a post card from every trimmer who is coming so as to have some idea of the number of badges to buy. Secretaries of local associations will please try to get the number of their assocation who will attend, and we will prepare a badge for your association.

Inasmuch as our membership committee is so widely scattered, it takes at least twenty-two or more days to get an application passed. So if you are contemplating joining before the convention, get your application in now.

We shall also be pleased to hear from the several associations who have not sent in their charter applications. Get these in now before the next convention.

Very sincerely yours,

P. W. Hunsicker,, Secy.

Wall Boards For Remodeling

IN REMODELING A STORE the wise merchant first thinks of his present trade and what cost an interruption of his sales routine would be. In the end, the merchant is very glad to hear about a material that can be applied without interrupting business.

For remodeling of any good wall boards may be used and the result is a new store without dirt, litter or confusion or any of the troubles that mark remodeling with lath and plaster. Moreover, there is no break in the sales routine.

The merchant who uses a good wall board simply continues his work uninterrupted; he finds that there is no trouble to bring in the panels of wall board, that they take little space, and that they are neat to handle and easy to apply and decorate. In the meantime sales are going on.

Moreover, when putting wall boards upon the walls of a store, there are other advantages; the shelves do not have to be taken out unless it is so desired; all that is necessary in applying the panels of wall board, is to cut them to the desired size and put them into the spaces right over the old material. If advisable, one or two shelves at a time may be handled in this way and the work of remodeling becomes but a matter of changing a few shelves at a time.

If a new wall is to be built or a partition put in, wall boards fill the requirements of the case nicely. The panels are applied directly to the studding and headers and are decorated directly without inconvenience or delay. It is not necessary to move merchandise or to especially wall off a section of the room for the workmen. It is unnecessary to spend days waiting for plaster to dry. Wall boards solve the problem within a few days and the result is a permanent, sanitary wall.

With wall boards, a good size ceiling may be put up and decorated within a day or so and when once it is up the job is a permanent one. In fact all wall board jobs are permanent. The panels are not only fire-resisting, sound-retarding and non-conductive of heat and cold to a greater degree than plaster, which the manufacturers of wall boards say they can prove, but wall boards withstand shocks, strains and vibrations which are unusually severe in any busy up-to-the-hour store. Most of all a good wood fibre wall board improves with age.



Plate No. 4855—A Good Display of Groceries by W. L. Cubberley for John Gates, Salina, Kansas.

Here is an excellent showing of groceries. The window is 18 feet long and 9 feet deep and it was filled with a miscellaneous line, principally canned goods, arranged in a neat and attractive manner. In the middle was a large porch box filled with ferns and geraniums. A number of potted plants were used throughout the display

SHEARS, IDEAS AND FELT

A little imagination: a pair of shears, and a piece of "American Felt is the winning combination in show window trimming.

"American" Felt is not only the most beautiful decorating material, but it is also the most practical, and the easiest to handle.

It is 72 in. wide—wide enough to cover large surfaces without a seam. It can be used either with or without backing. No heavy nails are required to hold it in place. It cannot ravel.

You can work out color schemes for all special occasions, as "American" Felt is made in about every conceivable shade. It is the indispensable decorating material. If you don't find it at your usual source of supply apply to our nearest store.

American Felt Company

TRADE MARK

BOSTON NEW YORK CHICAGO



Training Makes Men *Equal*

Every Man Can Succeed In Some Line of Work

Success is not a prize to be won by a favored few—it is a divine *right* that *every* man should enjoy. And gaining success is simply a matter of training those talents that *every* normal man possesses—but that so *few* know how to use.

The successful men of today trained their *brains*—they developed their *natural ability*. The *unsuccessful* men plugged away at whatever they *happened* to find, all unaware of the talents they possessed that *might* have enabled them to succeed in another line of work.

You have natural ability for *some* line of work. Find out what this natural ability is—and then train yourself along that line.

For twenty-two years the International Correspondence Schools have been training men for better jobs by helping them to develop their natural ability. They can do the same for *you*, right in your *own home*, during your *spare time*.

Just mark and mail the attached coupon and the I.C.S. will lay the proof before you. Without any obligation on your part they will show you how they can train you for a successful career in the line of work you like best.

Mark the Coupon NOW

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Stenography	____Civil Service Exams.
____Banking	____Chemistry
____Commercial English	____Automobile Running
____English Branches	____Agriculture

Name_____

Street and No._____

City_____ State_____



Plates Nos. 4856-7—Two Special Displays by G. L. McClellan for F. Johnson Co., Holdrege, Neb.

The Johnson store has the exclusive selling agency in Holdrege for the D. M. C. line of embroidery materials, etc., and Mr. McClellan put in this pair of windows to advertise the fact. The displays were not intended to look "pretty" so much as they were intended to demonstrate this line and what could be done with the various D. M. C. materials. All of the different kinds of materials were shown in unconventional arrangements, and with them were shown pieces of finished work. In one window was shown the rough packing case in which some of the materials had been shipped from Germany. In the other window was a diversified collection of fancy work made by ladies of Holdrege from the D. M. C. line. These displays attracted much attention and the resulting sales were highly satisfactory.



KAUFMAN-STRAUS CO., of Louisville, Ky., recently advertised that they would give a percentage of sales on a specified day to apply on fund that is being raised by the Young Women's Christian Association of that city. Friends of the Y. W. C. A. did some tall hustling for business and the day's receipts were surprisingly large.

Statement of the ownership, management, circulation, etc., of MERCHANTS RECORD AND SHOW WINDOW, published monthly at Chicago. Ill., required by the Act of August 24, 1912. Editor, Thomas A. Bird, 431 So. Dearborn St.. Chicago, Ill. Managing Editor, Geo. H. Lamberton. 431 So. Dearborn St., Chicago, Ill. Business Manager, Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ill. Publisher, Merchants Record Company, 431 So. Dearborn St., Chicago, Ill. An Illinois Corporation. Stockholders holding 1 per cent or more of total amount of stock: Joseph F. Nickerson, 431 So. Dearborn St., Chicago, Ill.; Henry G. Curtis, Oak Park, Ill.; Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ill.; Charles A. Ward, 31 W. Lake St., Chicago, Ill.; H. C. Maley, Masonic Temple, Chicago, Ill. [Signed] Geo. H. Lamberton, Business Manager. Sworn to and subscribed before me this 14th day of March, 1914. Marie L. De Bost, Notary Public. (Seal.) My commission expires May 19, 1915.

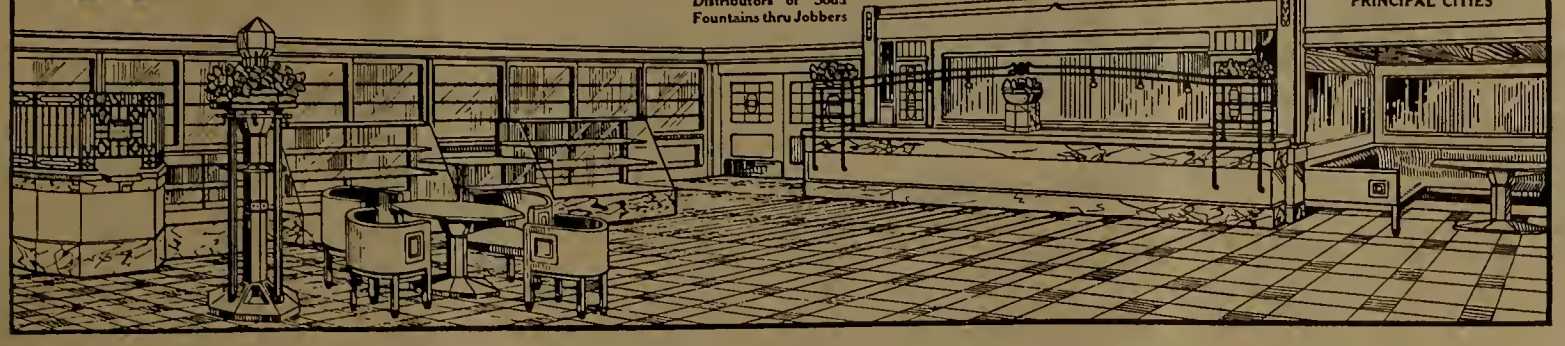
WALRUS STORE FURNISHINGS

Reflect Quality—Refinement—Individuality. We maintain a staff of expert Designers. Our manufacturing facilities are extensive. Our prices most reasonable

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest Builders and Distributors of Soda Fountains thru Jobbers

AGENCIES IN ALL PRINCIPAL CITIES



BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



MY CATALOG contains a complete list of everything the sign and show-card writer needs

THE D. S. of L. BLUE HANDLE BRAND BRUSHES for every purpose are listed and illustrated—your favorite brush is there. We have a large showing of French made brushes. There are no better brushes made. Each one is a work of art.

SAVE MONEY ON YOUR SUPPLIES

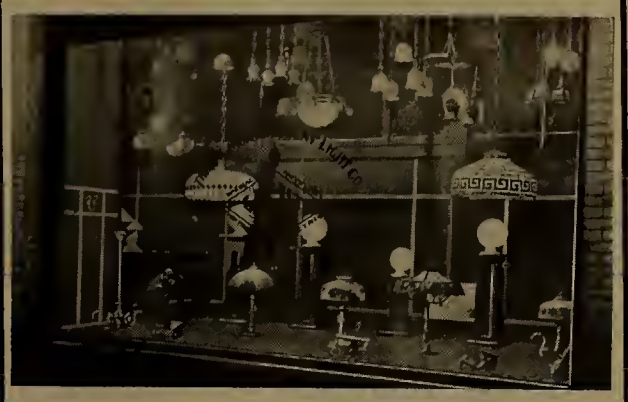
You not only buy better supplies from us but you will save money. Hundreds of stores doing their own show-card work use "Strong's" Supplies. The best card-writers and sign men are big users. You need our catalog as a guide to safe and economical buying of lettering tools and materials. Write today for

"STRONG'S" SUPPLY CATALOG

Address, Supply Dept.,

DETROIT SCHOOL OF LETTERING
CHAS. J. STRONG, Founder
DETROIT Est. 1899 MICHIGAN

BEAVER BOARD



Simple, artistic BEAVER BOARD background in window of O. K. Incandescent Light Co., Youngstown, O.

Give Your Goods a Beaver Board Background

No matter what the goods may be a BEAVER BOARD background will show them to best advantage. It is so easily handled and its pebbled surface is so splendidly adapted to decoration, that any design and color scheme can be quickly worked out.

The best of it is that you can change any scheme quickly and at little expense. Although rigid when applied, BEAVER BOARD can be molded to different forms. It is also successfully used for cut-outs.

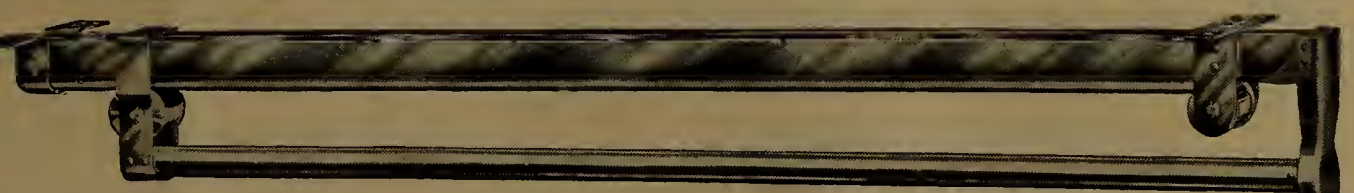
A free booklet, "BEAVER BOARD for Window Trim," tells how it meets all possible conditions.

The Beaver Board Companies

United States: 323 Beaver Road, Buffalo, N. Y.
Canada: 523 Wall Street, Beaverdale, Ottawa
Great Britain: 4 Southampton Row, London, W. C.

BEAVER BOARD
PURE WOOD FIBRE
Trade Mark

NO BETTER TROLLEY MADE AT ANY PRICE



The Columbia Trolley Is a Money Saver

1st—By keeping your suits in fine shape for your customers to examine and try on.
2nd—By cutting out the expense of pressing every suit you sell.
The roller bearings are of hardened steel and practically frictionless, easy to operate, will wear a lifetime.
The **Columbia Trolley** is very heavily nickeled over copper insuring a rustproof and durable finish.

Let us tell you how little it would cost to equip your store.

HARDWARE SUPPLY CO., *Manufacturers*, Grand Rapids, Mich.

For Our Advertisers

Valuable Catalog

A catalog that will prove of unusual value to merchants and window dressers has just been issued by the Polay Fixture Service of Chicago. It contains sixty-four pages and each one is crowded with practical information as to the latest and most approved ideas connected with the display of merchandise.

D. A. Polay has an international reputation not only as a designer of wooden display fixtures, but as a clever window dresser. In this capacity he is regularly employed by a number of leading Chicago stores. In the new catalog, Mr. Polay's latest and best work is shown both as a designer of fixtures and display artist. It is a book that everyone interested in display will be glad to get and keep. Although quite an expensive proposition, this catalog will be sent free to merchants or window dressers. In writing for this book, it is requested that the firm's stationery be used. The address of the Polay Fixture Service is 926 Fulton street, Chicago.

Strike Called Off

The strike against the Quincy Show Case Works that was in force for more than a year has been declared off and that company is now doing business again under normal conditions. The strike was declared by the Woodworkers' Union about fifteen months ago and about half of the working force walked out. The union asked for an increase in wages and for a nine hour work day instead of ten. It also demanded a strictly union or closed shop.

The increase in wages was granted as was the nine hour day but the company refused to unionize the shop which would have necessitated the discharge of men who had been with the Quincy Show Case Works for many years and who did not wish to join the union. Naturally, while the strike was in progress there was more or less trouble and confusion which resulted in delayed orders and other inconveniences to customers. The difficulties, however, have now all been adjusted and the company is in a position to handle all orders promptly.

A New Schack Book

Joseph Schack, president of the Schack Artificial Flower Co. of Chicago, has just got out a new book on Floral Parades that will prove of great interest to every merchant and window dresser. Mr. Schack has had a great deal of experience in every branch of parade work, from planning the parades to decorating the cars. He has been the official decorator in parades held in many of the principal cities of the United States and naturally has accumulated a lot of practical information on this subject.

This information is contained in his new 32 page book which is called "How to Organize a Floral Parade." Every detail in connection with getting up a flower parade and making a success of it is contained in this book. How to take the first step, how to make the plans, select the committees, raise the money, handle the prizes and many other facts are set forth in a practical way that will be readily understood by anyone. Mr. Schack even goes so far as to explain just how to lay out the route of the parade. There are hundreds of cities in which floral parades will be held this summer for the floral parade is now recognized as one of the best and cheapest ways of booming business and advertising the town during the quiet summer months. And wherever a parade is to be held this book will be found a big help.

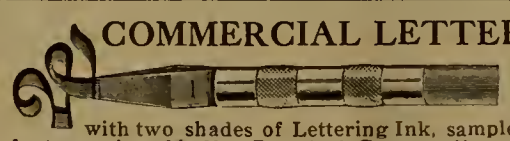
On account of the considerable cost of getting out this book it is distributed free only to customers of the Schack Artificial Flower Co. To others the price is 25 cents, which amount will be credited on the first purchase amounting to $5 or more. "How to Organize a Floral Parade" may be had by addressing the Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago.

A SPECIAL SALE doesn't require much of an excuse—even the day of the month will serve in a pinch. Recently Bernheimer Bros., of Baltimore, printed a big advertisement that started off this way—"Tomorrow being April the 22nd we shall do one of those original stunts that have made Bernheimer famous—namely have a 22 cent sale." After the introduction there was a long list of big values for 22 cents.

McQUILLAN HARRISON of Jackson, Mich., recently conducted a prize contest for young advertisement writers. Three prizes, $10, $5 and $2, were offered to boys under 16 years of age for the best advertisements written about their boys' department. The best of the advertisements were used in the store's regular publicity campaign. This store has recently fitted up a handsome department devoted exclusively to boys.

A Correction

IN OUR APRIL ISSUE was printed a paragraph stating that Harry H. Heim had been for several years in charge of the window displays of Lipman Wolfe & Co. of Portland, Ore., and had left that position to take another. This statement was incorrect and we wish to make a correction. S. M. Moses has been in charge of the windows of Lipman Wolfe & Co. for the past three years and continues in the same position. Mr. Moses had five assistants of whom Mr. Heim was one until his departure for San Diego several weeks ago, where he is trimming the windows of the Marston Co.



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. Practical Lettering Outfit consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00. Practical Compendium of Commercial Pen Lettering and Designs, new and enlarged. 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, $1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT D, PONTIAC, MICHIGAN, U. S. A.

THE WOLD AIR BRUSHES

The Wold Air Brush for the Show Card Writer is especially famous on account of its simplicity of action, the absolute control with which all work is done and its great convenience.

Useful Book Free

Send for our 72-page catalog "M" which fully explains our twenty-four different models, each designed for a certain class of work.

THE WOLD AIR BRUSH ART SHOP
716 W. Madison St.
CHICAGO, ILL.



The Wold Model "A-1" Air Brush
Actual sizes of Brush and Parts
Price $19.80



One of my many models

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

PARIS 1900, Silver Medal
SAINT LOUIS 1904, Gold Medal
LIEGE 1905, Diploma of Honor
MILAN 1906, Grand Prix
LONDON 1908, Grand Prix
BRUSSELS 1910, Grand Prix
BUENOS AYRES 1910, Hors Concours
TORINO 1911, Grand Prix
GHENT 1913, Grand Prix

The success of my wax figures being in the finish and perfection which distinguish them from others, do not accept coarse imitations copied from my original models.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

"Window Card Writers' Charts"

A series of elementary lessons for the **beginner** in card writing. The charts contain practical instructions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in **six colors and bronze,** together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of **$1.50.**

THE MERCHANTS RECORD CO.
315 Dearborn Street, · · CHICAGO

The Advertising World
Monthly Magazine

The Magazine that Helps;
The Retail Merchant's Standby;
It is missed when time expires.

Contains more Helps, Hints, Suggestions, Specimen ads and explanatory contributions than any other publication. Intended for all retail merchants, window decorators, and those in any way interested in preparing advertising matter.

60 cents pays for one year's subscription including our revised booklet of 3671 Advertising Catch Phrases. Money back if not satisfied. Sample of magazine for stamp.

THE ADVERTISING WORLD
COLUMBUS, OHIO

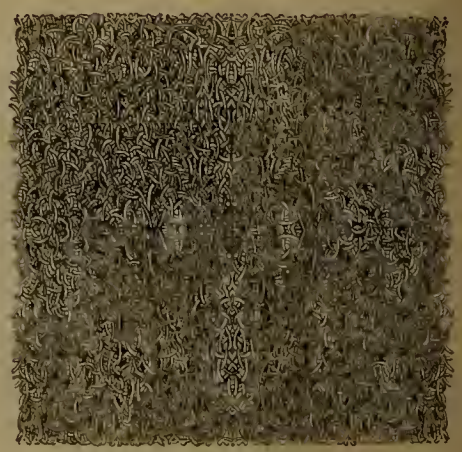
Baumann's Floral



One of the many beautiful decorated automobiles illustrated in Baumann's Floral Parade Book.

Here is a new book that has many unique features. A self instructor in the art of floral decoration, and should be in the hands of every window trimmer.

Now Ready FREE



Chrysanthemum Background.

Makes a beautiful covering for your car or float. Looks like a solid mass of chrysanthemums. Comes in all colors. One yard square. Easy to apply.

$1.00 per square yard.

Write for particulars.

CHRYSANTHEMUM FESTOONING



Is the ideal material for finishing off the edges of your car or for festoon purposes. Looks like hundreds of big, fluffy chrysanthemums strung together. Comes in yard lengths, all colors. It is indispensable for decorating purposes.

Price, **$3.50** per dozen yards.



CARNATIONS.

Pink, Red or White.

Gross **$1.25**

Poppies, large size, any color

Per dozen **$0.45**

Per gross **4.50**

Snow balls, large size

Per dozen **$0.45**

Per gross **4.50**



TISSUE PAPER FESTOONING

Tissue paper festooning can be twisted around most anything. It comes in any color, there are thirty feet to a roll, **10c** a roll.

What Baumann's Floral Parade Book Contains

The illustrations in this book are from photographs taken of some of the finest examples of automobile decoration. The trimmer is shown just how to get any desired effect for cars of all makes and sizes. Then, too, prices are given for materials necessary for various complete decorations, all of which are vividly illustrated.

In this book are also illustrated many suitable flowers and other ideas that make ideal decoratives for automobiles, floats and booths. **We specialize in all of these materials.**

A great deal of thought, time and money have been combined to make Baumann's Floral Parade Book of the greatest value to every merchant and decorator. On these two pages are just a very few items from our new book.

It is Free for the asking.

Don't Fail to Send for Baumann's Big Floral Parade Book. ***DO IT NOW***

L. BAUMANN & COMPANY

Parade Book



No. 1



No. 2



No. 3

Nos. 1, 2 and 3 shows three new style wheels for an automobile. They come 32 inches in diameter and can be made up in any color scheme such as red and white, pink and white, lavender and white, etc. Be sure and mention what color combination you want. Price each, **$1.50.**

In plain white and other solid colors, price each, **$1.00**



Another of the many beautiful decorated automobiles illustrated in Baumann's Floral Parade Book.



FLEUR DE LIS.

Made of crepe paper in solid colors or shaded.
Dozen**$0.55**
Gross **5.50**

In stalks 5 feet high, with 6 flowers and 18 leaves.
Stalk**$0.60**
Dozen **6.00**



CHRYSANTHEMUM.

18 inch stem.
Dozen**$0.35**
Two dozen in a box.
Gross**$3.50**
Chrysanthemums, on short stems.
Per gross**$3.00**
Larger Size.
Dozen**$0.65**
Gross **6.50**

GIANT CHRYSANTHEMUM.

12 inches in diameter.
Dozen**$1.20**
Gross**12.00**
May be had in any color.



Wistaria Blossom.

Made of tissue paper, solid colors or shaded. Makes a very beautiful decoration for your auto or float.

Price,**50c** a dozen, **$5.00** a gross.

SEND TODAY ***It Contains Hundreds of Ideas That Will Help You.***

357-359 W. Chicago Ave., CHICAGO

"Perfect Stroke"

Brushes the Standard of Excellence

THERE is only one BEST of anything. In brushes and supplies for card writers, "Perfect Stroke" excels all. The proof: a rapidly increasing army of card writers throughout the United States uses these and none other; they find them satisfactory in every case; they order and re-order; they recommend them to their friends.



All these users of "Perfect Stroke" brushes and supplies are our best advertisers.

Write for Catalog today

Bert L. Daily Dept. E-5 **Dayton, O.**

A BIG SUCCESS

You Don't Experiment with This Outfit

YOU CAN CLEAN AND RETOUCH WAX FIGURES—WHY DELAY

Complete Oil Finish Outfit, Including Full Formula for All Materials Used

The only practical working outfit on the market with which you can obtain the same high class finish to the Wax Heads as executed at the factory. Successfully used by the most prominent stores everywhere

Oil Finish Outfit No. 5 consists of the following

Enough materials, ready prepared, to clean and retouch 100 Wax Figures.

A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows.

Book of instructions carefully explaining how to clean and retouch Wax Figures (Read Oil Finish).

Full instructions are also included on the repair of broken or damaged wax heads, arms, hands, etc., and resetting eyelashes and eyebrows.

With this outfit we also include a complete formula of all materials, with full directions how to prepare them for use.

All materials can be purchased in your own city, and are very inexpensive.

PRICE FOR OUTFIT, INCLUDING FORMULA .. $5.00

NOTE.—The same materials, tools, and instructions which we furnish with our outfits are used in our factory on wax figures which are shipped to us for refinishing.

Oil Finish Outfit No. 5

Ready for immediate use including formula, tools, instructions, etc.



Special Price Outfits

Oil Finish Outfit No. 6 includes our book of instructions fully explaining how to clean and retint (oil finish) Wax Figures, with full instructions how to repair broken or damaged wax heads, arms, hands, fingers, also how to reset eyelashes and eyebrows. A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows, a complete formula of all materials with full directions how to prepare them for use. **(Not including any prepared materials.) PRICE OF THIS OUTFIT$3.00**

Oil Finish Outfit No. 7 includes the same described outfit as No. 6, **but not including the equipment of tools. PRICE OF THIS OUTFIT.....$2.00**

Oil Finish Outfit No. 8 includes enough materials, ready prepared, to clean and retint (oil finish) 100 wax heads, including wax arms and hands. A complete equipment of necessary tools required for the work, including instrument to reset eyelashes and eyebrows. Book of instructions carefully explaining how to clean and retint Wax Figures like new, with full instructions how to repair broken or damaged wax heads, arms, hands, fingers, also how to reset eyelashes and eyebrows. **Not including the formula of materials. PRICE OF THIS OUTFIT.....$3.00**

Invented and Sold Exclusively by **The Harrisburg Wax Figure Renovating Co.,** **335 Crescent St.** -:- **Harrisburg, Pa.** **Send for Our Catalog It's Interesting**



No. 534 Muslin Rose Spray, 15 inches long. Muslin Rose 3 inch in diameter, with 2 leaves. Per dozen, 50c.; per gross, $4.80.

ART Decorations

Get our Samples for Comparison if You Want to Buy Right

522 American Beauty Rose Spray, 15 inches long, per doz., 90c.; per gross, $9.00.
523 American Beauty Rose Spray, 30 inches long, per doz., $2.00; per gross, $20.00.
Maiden Hair Fern, Nat. Prepared Large Size, in Green or any color, per 100, $4.00.
Asparagus Fern, Nat. Prepared, 15 to 18 inches, per 100, $4.00.
Flowering Vines, $6.00 per gross up.

FOR COMPLETE ASSORTMENT OF DECORATIVE GOODS SEND FOR OUR CATALOGUE

J. HARTWIG CO., The House of Originality

Manufacturer and Importer of Art Decorations

28-32 Pellington Place - - Brooklyn, N. Y.

Show Room, 738 Broadway, N. Y.





Live Merchants—All Lines of Business

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipment to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering, and finishing your old fixtures, making them look new, and for numerous other purposes.

YOUR WINDOWS are the MOST VALUABLE ADVERTISING SPACE—Take advantage of it, and insist your trimmers and card writers use the PAASCHE AIR BRUSH to make your displays the most attractive. It's a most profitable investment.

THE BEST ARE NONE TOO GOOD

Our catalog will interest you. Write now.

PAASCHE AIR BRUSH CO., MFRS.
5 SOUTH CLINTON ST., CHICAGO, U. S. A.

ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



Combination Cane and Coat Stand

IT IS UNNECESSARY

TO TAKE THE CHANCE OF BUYING TROUBLE

Barlow Display Fixtures, which are intelligently designed, made of the best material, correctly constructed, guaranteed in every particular, cost no more than the other kind. Why not use the best!

Shall we send our catalog?

THE BARLOW COMPANY
No. 79-B Race St.
HOLYOKE MASS.

An Attractive Show Window Sells Goods



A shirred shade, in good taste and style, will give to a store a cozy, clothed appearance that will attract.

We are specialists in the manufacture of shirred shades, valances, panels, window shades, upholstered cushions and other artistic treatments for store or home.

Send for samples, prices or designs.

THEO. H. MASTEN CO.,
34 East 9th Street NEW YORK CITY

Artificial Flowers
for Decorations of All Kinds

Suitable for window trimming and outdoor use, such as automobiles, floats, etc. If it is decorations, we make it, and save you money.

Send for samples, no catalog

M. Sylvester 150 Bleecker Street New York, N. Y.

IMITATION **GRASS RUGS** ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street NEW YORK

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard. Chicago





RETAIL SALESMANSHIP

By the Economist Training School, New York

A Complete Set of Text Books for Only - - **$5**

An opportunity to provide practical instruction at small cost. The complete set includes

Salesmanship

Simplified explanations of principles and methods of successful salesmanship that may be applied in every day work. How to make and save money for the store. How to increase individual earning power.

Wool

A treatise on this all important subject giving information regarding various grades and processes of manufacture. Fully illustrated.

Cotton

A book showing the progress of cotton from field to customer. Filled with vital facts that every salesman should know.

Silk

A book containing just the information progressive dry goods men have been looking for. Fully illustrated.

The Four Books For $5.00

Each book contains over 120 pages, cloth bound. To earn more, learn more. Here is a practical means of self-education. Order today.

This full set shipped prepaid to any address upon receipt of price

Merchants Record & Show Window, 431 South Dearborn Street CHICAGO

Will You Accept Free The Best Book

Ever Published on Decorating Automobiles, Floats and Buildings

Outdoor Decorations

Automobiles — Buildings — Floats — Etc.

Remember that "Outdoor Decorations" is published exclusively for the benefit of subscribers to "Merchants Record and Show Window" and will not be sold at any price. Send in your order now and the book will be forwarded by return mail.

THIS book is called "Outdoor Decorations" and contains a collection of more than 100 fine engravings showing the best examples of parade and exterior decoration done by the leading decorators of the country.

If there is to be a parade in your city this summer, you wil find this book a gold mine of practical suggestions. It is filled with new and clever ideas for the trimming of automobiles, floats, carriages, halls and the outsides of buildings. The schemes of decoration vary from the simplest to the most elaborate, and any of them can easily be copied by any practical decorator.

If you have any outside decorating to do, this book will prove a wonderful help—you can't get along without it.

"Outdoor Decorations"

will be sent FREE with every new subscription or the renewal of an old subscription to "Merchants Record and Show Window."

If you are already a subscriber to "Merchants Record and Show Window," send us $2.00 to extend your subscription one year, and we will forward you free and prepaid a copy of "Outdoor Decorations."

If you are not a subscriber to "Merchants Record and Show Window," send us $2.00 for a year's subscription and we will give you free and prepaid "Outdoor Decorations" in addition to sending you twelve monthly issues of the only journal devoted exclusively to mercantile display.

Merchants Record and Show Window 431 S. Dearborn St. Chicago U. S. A.

Annual Prize Contest 1913-14

Closes December 1, 1914

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparativey small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current mouth.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before July 31, 1913.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

Sales—Under this head shall be considered the effect of the display in making sales.

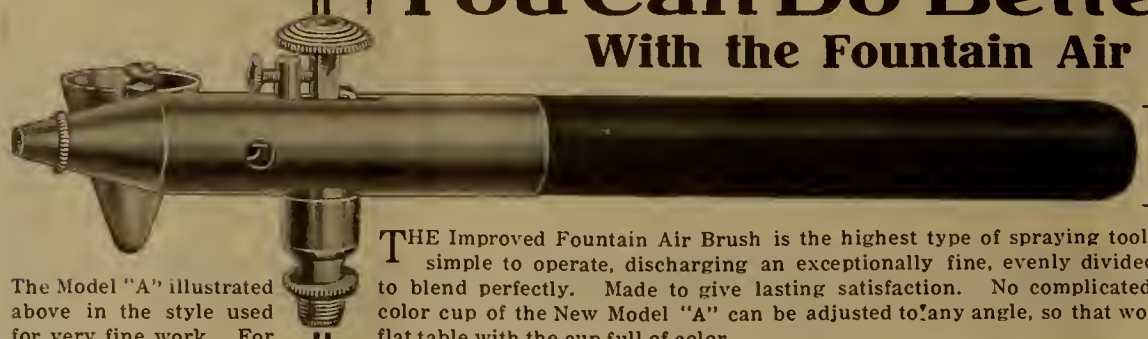
Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street CHICAGO, U. S. A.

You Can Do Better Work
With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

Cardwriters Pure Red Sable
One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

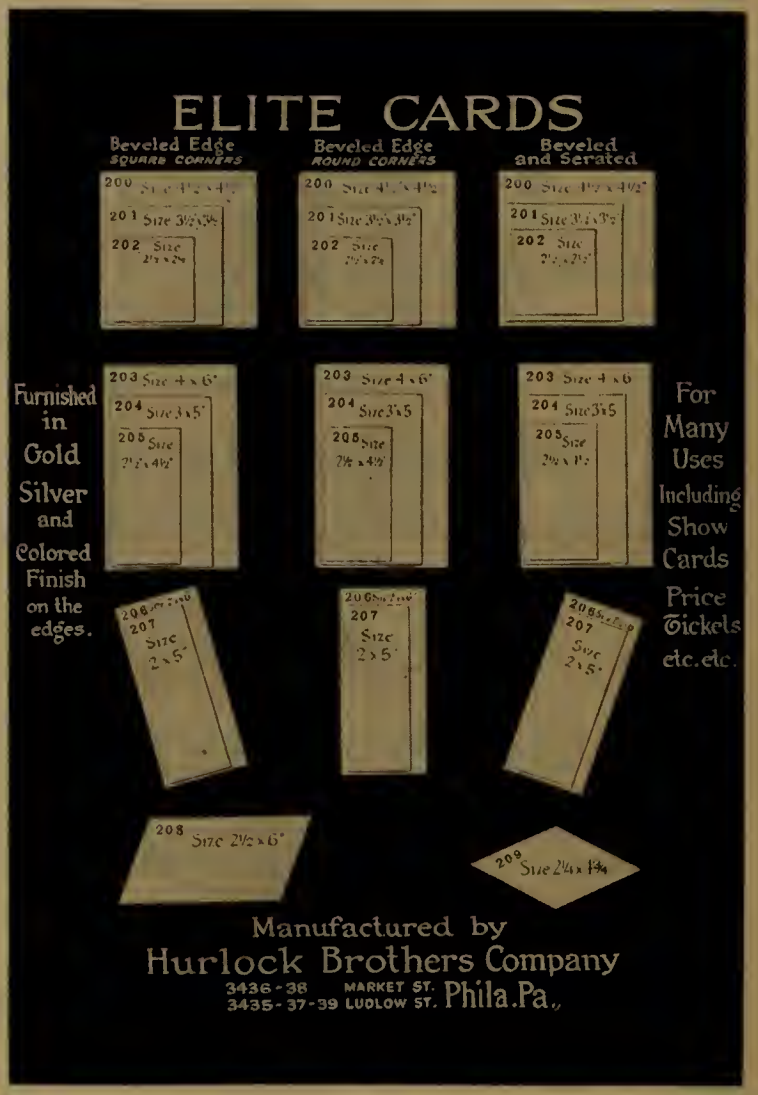
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1914 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.

ELITE CARDS



Manufactured by
Hurlock Brothers Company
3436-38 MARKET ST.
3435-37-39 LUDLOW ST. Phila. Pa.

A Help for the Card Writer

Every show card writer can get a lot of practical benefit from

Hess' Portfolio of Alphabets

This portfolio is new throughout and contains 29 unusually good alphabets—26 for the pen and 3 for the brush. They are full size, being lithographed on pages 11 x 14 inches. Whenever necessary the various strokes have been indicated by arrows.

These are all practical, workable show card alphabets and the beginner will find them a big help in his work. Even the most experienced card writer can get pointers from them that will be worth many times their cost.

Included with the alphabets are 100 ornamental panels for initial letters, to be pasted on cards. There is also instruction for mixing colors. All of this, express prepaid for $1.00 and if you're not satisfied you can have your money back without argument.

G. Wallace Hess, 1405 Olive Ave., Edgewater Station, Chicago

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

POSITION WANTED—By young man in department store. Can trim windows and do card work. Best of references. Wishes to locate in Central States. Address Box 332, care Merchants Record and Show Window.

WINDOW TRIMMERS AND CARDWRITERS—Learn the ornamental plaster Paris Art. You can make handsome vases, pedestals, column caps, shields, flower boxes, etc. etc. Full instructions, also complete formula how to make the gelatine molds. Price $1.50 with order. The Irabar Co., Harrisburg, Penna.

WONDERFUL NEW BOOK gives twelve new Prize Contest Plans that surely get the business. Strongest trade pullers known. Tells how to run your own contest, getting pianos, autos, etc., at cost or less, and saving fee of contest men. Stamp gets prospectus. Hurry if you want to raise money quick. A. W. Sawyer, Box 1287 M., Spokane, Wash.

HOW DO YOU DO WITHOUT GENUINE ? CEYLON PRECIOUS STONES AND PEARLS

A SAMPLE PACKET 100 carats cut and polished stones or 20 carats Pearls for 75 cents, post free to any address in the world on receipt of price. Send International P. O. Money Order. Write today. List free. Established 1878.

Messrs. A. S. Fuller & Co., South Porcupine, Can., say:—"Blue sapphires received O. K. Many thanks."
Capt. G. H. Walden, Maymyo, says:—"Much pleased with Green Sapphires received by my wife."

J. WICKRAMANAYAKA & CO., Gem Merchants, Kalutara, Ceylon

PERFECT AIR BRUSH INKS

Snowberry Air Brush Inks are the result of years of careful experimenting. **THEY ARE ABSOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. $4.00
Sample Order, c. o. d., 7 half-pints, different colors. 2.25

ROBERT HOSKIN, Manufacturer
625 Greenwich Street NEW YORK

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Useful Books

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KOESTER SCHOOL BOOK OF

DRAPING



By
GEO. J. COWAN *and* WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes
Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
Miscellaneous Form Drapes
Arm Form Drape
Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping
Panier Drapes
Flanelette Drapes
Children's Form Drapes
Wax Figure Drapes
Waist Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of $3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago

One Hundred Good Men's Wear Displays

How To Get This Book Free

A collection of 100 fine half-tone engravings of Clothing and Haberdashery Displays. Selected from the best that have been published in recent monthly issues of *Merchants Record and Show Window*, and contributed by the leading decorators of the world. Issued in book form and printed on high grade enamel paper. Size of book 9x12 inches. Sent prepaid to any address upon receipt of $1.00.

We will send free, charges prepaid, a copy of this book to any one, not already a subscriber, sending us $2.00 for a new yearly subscription (twelve issues) to *Merchants Record and Show Window*. If already a paid up subscriber, send us $2.00 and the name of a New Subscriber, and a copy of above book will be sent you free. Book must be requested at same time subscription is ordered.

Merchants Record and Show Window is the acknowleged authority on Window Dressing, Show Card Writing and Store Advertising. Issued monthly, $2.00 a year, 25 cents a copy. Foreign rate $3.00 a year.

ADDRESS
MERCHANTS RECORD & SHOW WINDOW
431 S. Dearborn Street, CHICAGO

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today

(Coin or stamps)

and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

MERCHANTS RECORD
and SHOW WINDOW
431 So. Dearborn St., Chicago

Publications of
THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription $2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, $3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of $3.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays iluustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of $2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of $2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of $1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year___ $5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year_____ 4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year _____ 4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year_____ 3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense four portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.
"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.
"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.
"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of $2.00.



Two Windows of the Leo Kahn Co. hung with No. S-A. Valance.

Are Your Windows as Attractive as These?

A well designed and carefully made Valance will help to make them so, but even a good Valance unless it harmonizes with your store front, is worse than none.

Let us advise you in the purchase of *your* Valance. We will submit designs, suggestions and prices without obligation to you.

The following information will aid us in determining the proper type of Valance for your windows.

Number of windows and glass measurements of each; distance from sidewalk to point from which valances will hang. Initials, monograms or trademark which you wish incorporated in design.



Show Window Searchlights

Every well trimmed display window falls short of its object unless it is evenly and brilliantly lighted, and there is only ONE way to accomplish this economically —the X-Ray Way.

X-Ray Window Searchlights are made in six distinct designs—one of which is the *best reflector* made for your particular type of window. Send all dimensions of your windows and we shall be glad to mail our booklet "Show Window Searchlights" and an engineering report recommending the best type of reflector for your needs.

Display Plateaux

No one item is so important to effective unit displays as these little tables. Made in several sizes with interchangeable legs.
Write for illustrations and prices.

Silk Plush

Note the silk plush used with Plateaux. We have it in several grades and all colors. Ask for samples and prices.

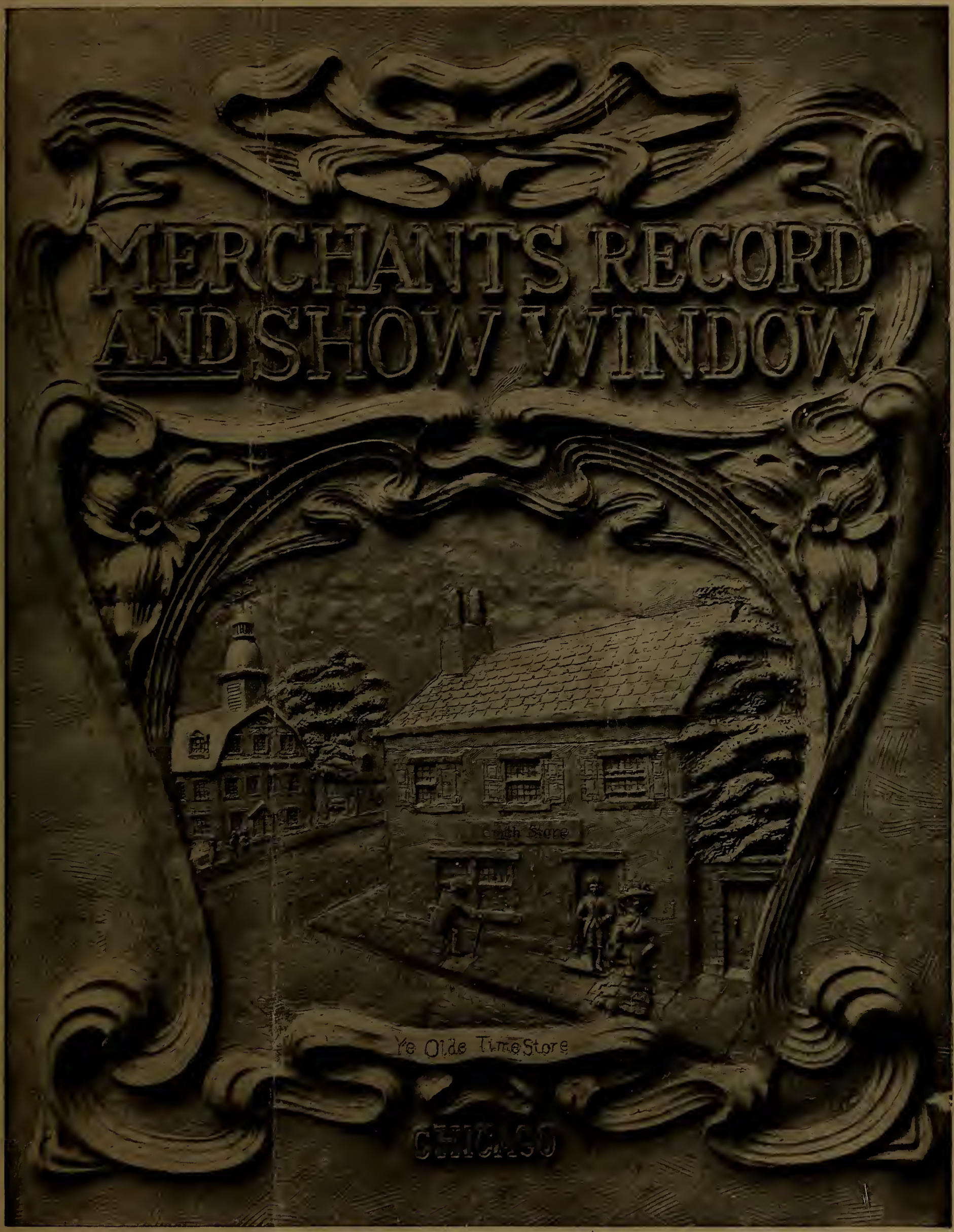


CURTIS-LEGER FIXTURE CO.

237 Jackson Boulevard Chicago

VOL. XXXIV JUNE, 1914 NO. 6

MERCHANTS RECORD AND SHOW WINDOW





When You Buy Fixtures

Buy for the Future as Well as Now

IF you are buying—Norwich Fixtures—you are doing this. We build the fixture, first, then figure the price. In this way we have been able to keep the quality of our product up and at the same time have put prices on our goods that make them the most profitable fixtures you can buy. Our catalog is free for the asking.



The Norwich Nickel & Brass Co.
Norwich, Conn.

Salesrooms

NewYork
712 Broadway

Boston
26 Kingston St.



One of the windows of Stern Bros., New York, equipped with "Pittsburgh" Show Window Reflectors

Write for Booklet "Show Window Lighting."

Pittsburgh Reflector & Illuminating Co.
3117 Penn Avenue : : Pittsburgh, Pa.

Your Show Windows



form a large part of the expense of your store, not only in time and material used in their trimming, but a large part of your rent is based on their potential value; but they are absolutely necessary to any retail business. This expense must be incurred. Are you getting the maximum results that might be obtained?

The average window trim is under artificial light one-half the time, and, if properly lighted, is then most effective.

Are Your Windows Properly Lighted?

You can pay large rent for your show windows; you can hire the best of window trimmers, but if you neglect the proper lighting you will cut down the effectiveness of your windows largely.

Walk across the street and look at your windows. Are they attractive and alluring, or does the trim, no matter how good, look obscure from this point? ***"Pittsburgh" Show Window Reflectors*** will give your windows life, character, individuality and a pulling force even from this distance. The cost is nominal.

Reduce the Cost of Doing Business

CENTRALIZE your cash and credit sales—keep your clerks selling goods, not acting as cash-boys and it's not economy to have a lot of cash drawers with typewriter keys, etc., for they not only take the clerks time to operate but they greatly increase your investment; add to the cost of the many cash drawers the expense and risk of keeping each drawer supplied with at least $25.00 in change. To register sale-totals does not *prevent* mistakes. The only safe and correct way is to have your money or goods checked by two sets of hands and brains. Connect up your cashier or inspector and clerks with a BALDWIN CARRIER SYSTEM. Let us help you solve your problem. Give your clerks more time to make sales. They are worth most to you by giving their undivided attention to customers.



Tell your problem to Mr. Baldwin who will personally study it, and benefit you in so doing.

The Flyer Cash Carrier

is absolutely unequalled for **Steep Grades, Speed, Easy Operation** and **Neat Appearance,** only one fine track wire to each station.



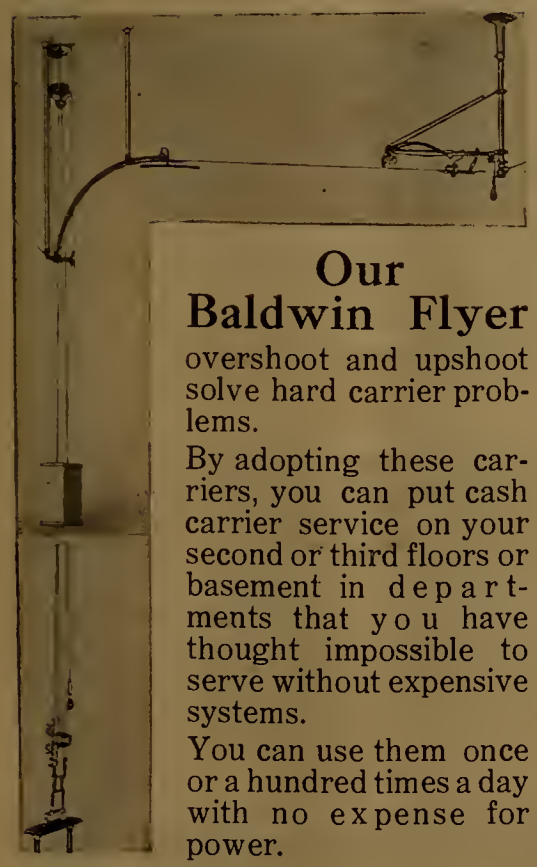
Even a Child Can Send It.

This cut shows the Baldwin Bracket for Sales-Station support.

Baldwin Flyer Ball-Bearing Cash and Package Carriers

No oil required, think of it. No more dripping oil to damage goods and collect dust.

SAVE TIME



Our Baldwin Flyer

overshoot and upshoot solve hard carrier problems.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

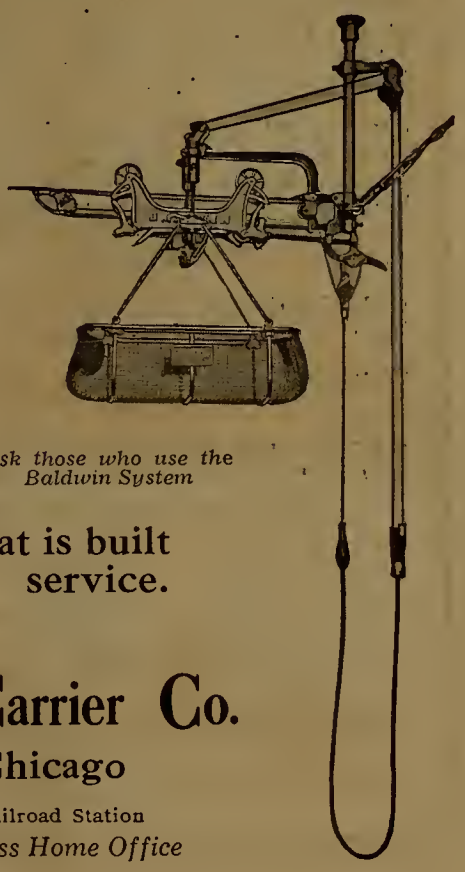
You can use them once or a hundred times a day with no expense for power.

EASIEST TO SEND

Give permanent satisfaction, that's worth most to you.

23½ years of Baldwin Success is your guarantee of perfect satisfaction.

No spreading wires to crystallize, break and fly through the store. BALDWIN'S Track wires are stationary, permanent and Never Break, as they are NOT used to propel the Carrier. Baldwin's propulsion is most powerful; compact, as well as easiest to operate.



Ask those who use the Baldwin System

Get a Baldwin Carrier that is built for a lifetime of hard service.

Write Us Today

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office



Well Lighted Windows Always Command Attention

People just can't resist looking into them. That's why such windows get the cream of the night shoppers' trade.

You can put your store in this class and get the bulk of the night business by installing

FRINK AND J-M LINOLITE SYSTEMS OF LIGHTING

These systems diffuse an even flood of pure white light over the entire window. Smallest details in merchandise are brought out and the goods are shown in their natural colors. Windows have a clean, clear, pleasing effect that makes them stand head and shoulders over *any* other windows lighted by any other system.

FRINK and J-M LINOLITE SYSTEMS consist of tubular incandescent lamps about one foot long and only one inch in diameter. They are placed end to end in powerful reflectors. A continuous LINE OF LIGHT is the result. No spots—no shadows—no glaring bulbs to blind spectators. The source of light is hidden from the eye.

Over 30,000 merchants *in this country alone* are using FRINK and J-M LINOLITE SYSTEMS. One of these stores is in your vicinity. Write us for the name and location. Then look over its lighting installation and see for yourself what a wonderful improvement it is over the old-time systems.

FRINK REFLECTORS are also made for standard base lamps.

Write our nearest branch today for Catalog No. 410.

H.W.JOHNS-MANVILLE CO.

Sole Selling Agents for Frink Products

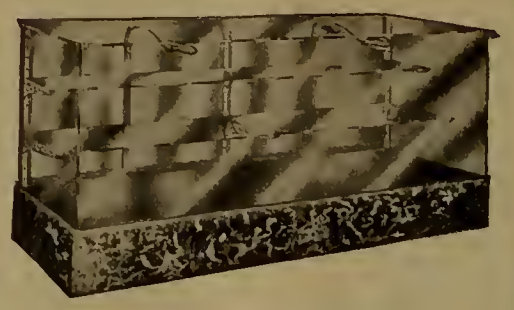
Albany	Cleveland	Louisville	Philadelphia
Baltimore	Dallas	Milwaukee	Pittsburgh
Boston	Detroit	Minneapolis	San Francisco
Buffalo	Indianapolis	New Orleans	Seattle
Chicago	Kansas City	New York	St. Louis
Cincinnati	Los Angeles	Omaha	Syracuse

JOHNS-MANVILLE SERVICE COVERS THE CONTINENT

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED
Toronto Montreal Winnipeg Vancouver 2133

Member of the Society for Electrical Development, Inc.
"DO IT ELECTRICALLY"

Display Your Goods Well



You owe it to good merchandise to give it good display. Merchandise attractively arranged in

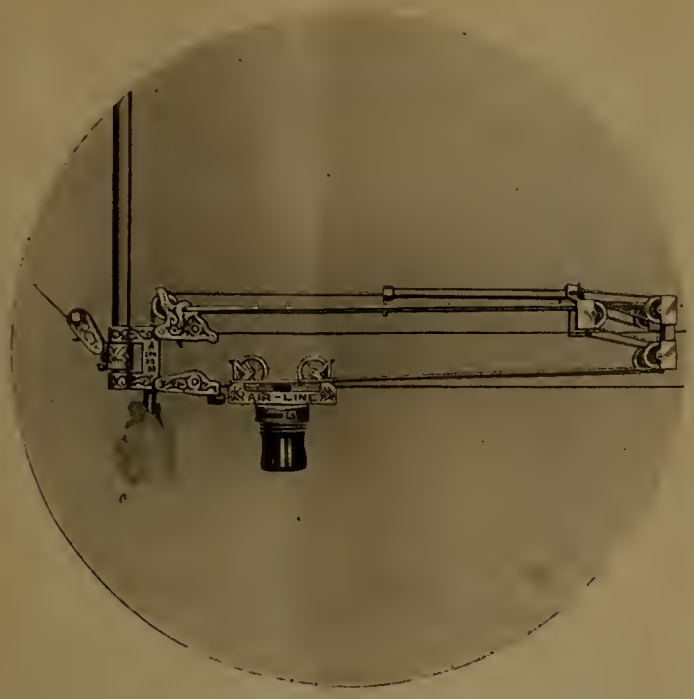
Quincy Special Show Cases

is assured of the maximum of effective display. The workmanship of Quincy Cases is right, the materials are the best and the prices are worthy of every merchant's consideration. Send for catalogue.

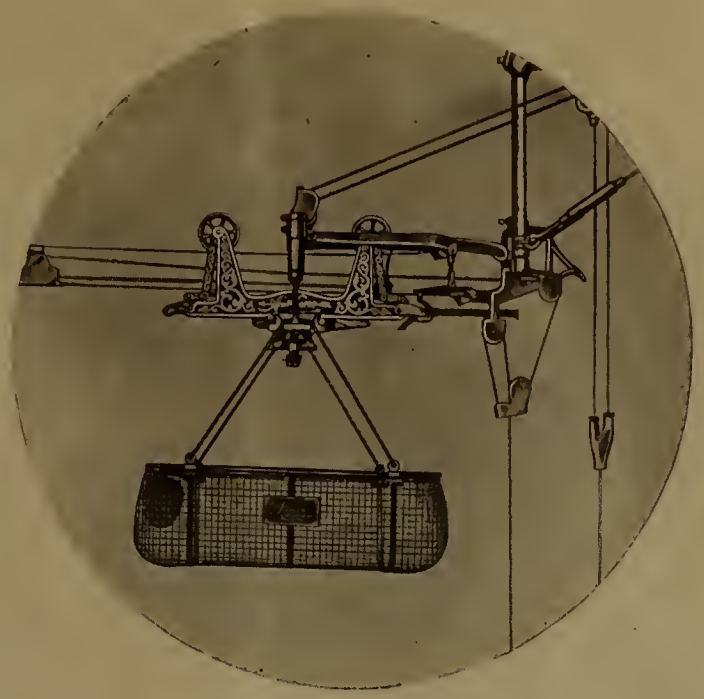
Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.
DALLAS, TEX. 907 Commerce St.
WICHITA, KANS. 301 Beacon Building
PITTSBURGH, PA. 949 Penn Ave.
JACKSONVILLE, FLA., 20-28 Julia St.



LAMSON CASH CARRIER



LAMSON PARCEL CARRIER

Keep Clerks Busy Making Sales

The time of your salesclerks is valuable only as they use it for waiting on customers.

Every step they take to make change from a local till costs you money that could be saved.

A Lamson centralizing system for handling cash at one main desk—

(1) Gives clerks more time to make sales;
(2) Relieves them of the responsibility of handling your money;
(3) Makes one person responsible for your cash—the cashier;
(4) Prevents mistakes and losses, and removes temptation caused by money scattered in different parts of your store;
(5) Makes it easy to judge the value of your clerks solely by the sales they make.

These are the good results accomplished by means of a Lamson Centralizing System.

More than sixty thousand merchants are saving time and money by using Lamson Carriers, and you can do the same.

Ask Your Neighbor

See our nearest representative or write us for more information.

We make Wire, Cable, Tube, Belt and Pick-up Carriers for handling money, mail and merchandise

The Lamson Company, Boston, U. S. A.

Representatives in all principal cities



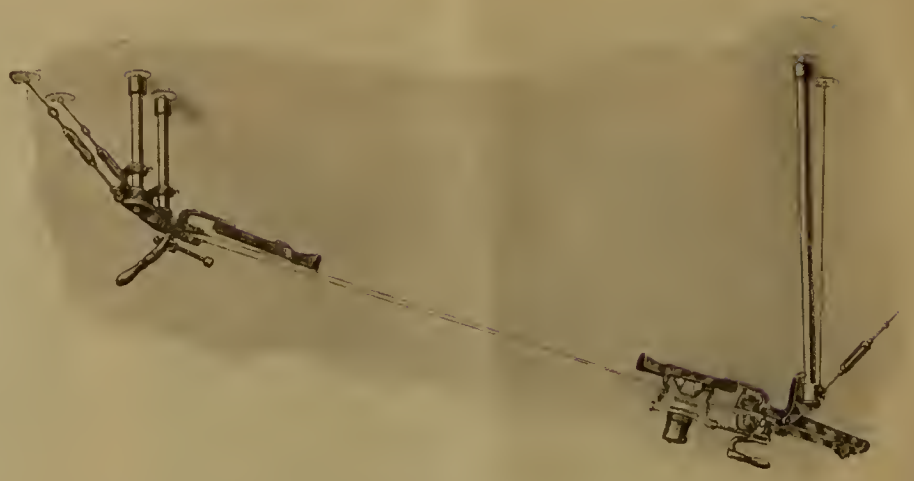
Undoubtedly the most perfect Package Carrier ever built.

Your Positive Guarantee

A Mutual Protection

Install Gipe Carriers, use them ten days, put them to every test, and if they do not give quicker, better and more economical store service than any other system, you may return them at our expense.

No Rubber or Cords Used on Our Cash Carriers



The Gipe Grade Cash Carrier

Is easily operated on steep grades.

Especially simple and effective.

It is the only carrier eliminating repairs and attention to insure good service.

The track wires are fully protected against crystalization; thus overcoming the breaking of wires.

All repairs for "Gipe" Carriers are furnished free by us for five years.

(Cord used on Package Carriers and Lifts only excepted)

We make High Grade Carriers for all purposes. Level, grade, curve, loop-the-loop and basement loop Cash or Message Carriers. Elevated and Low Level **Package Carriers and ELECTRIC CABLE CASH CARRIERS.**

Send for our complete 20 page Catalog

Gipe Store Service Sales Co., Home Office, Medinah Bldg., Chicago

Outdoor Show Cases

Our make of outdoor display cases are well known for their all-around effectiveness, they display merchandise of any description in a most attractive manner, "right out in front"—meaning increased sales on the spot.

No matter if you have an abundance of show window frontage, you have a place where one or more of these cases will pay for itself in a very short time —if your store has a narrow front, one of our stock or especially designed-to-order cases should be an **absolute necessity.**

The illustration herewith shows but one of our many styles and sizes. We can furnish anything either stock or special in outdoor and interior show cases. "Built in the Lyons' way." Better write us while the subject is on your mind.

We Also Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, etc.

Write for Catalogues and Prices

Hugh Lyons & Co.

802 E. South Street **Lansing, Mich.**

New York Salesroom, 686 Broadway **Chicago Salesroom, 313 Jackson Blvd.**



THE ADVERTISEMENT THAT WILL BRING YOU MOST BUSINESS

Has it ever occured to you that the most important advertisement you can have is the effective display of your merchandise? Take, for instance, those few important square feet of walking space that constitute the entrance of your store. Hundreds of people pass by your door who do not enter. To make them enter on a mission of purchasing is a part of your business. The best form of advertising that you can undertake to accomplish this most desirable gain is to place at that spot at your entrance an

Illinois Out Door Case

"The Case that Stands the Weather"

The beauty about such an advertising investment is that your new Illinois Outdoor Case will have "preferred position" the year 'round and will cost you only for the "first insertion." The contract will not have to be renewed and the first cost, small in itself, will soon be absorbed in the additional profits and trade it brings to your store.



Illinois Outdoor Cases are weatherproof. They are the result of our many years' experience in manufacturing thousands of all-glass cases for outdoor display. That is why we guarantee them to stay satisfactory.

All-Glass Case

No case can be more beautiful than the Illinois All-Glass Outdoor Case, which has no corner post obstructions. The frame-work of the base and back and door frame is of steel. It is entirely weatherproof. There is no case made better.

Steel Frame Cases

Our line of Illinois Outdoor Cases with small steel corner-posts is complete and popular. These corner-posts are only about one-half the size of ordinary wooden posts and give an unobstructed view of the contents of the case. The case is made stationary or movable, this being the best case if intended to be moved in and out of store.

The Case Illustrated in this Advertisement

is our Illinois All-Glass Case, No. 901, which is weatherproof throughout; has polished plate-glass sides; hinged door in rear, fitted with tumbler locks: base Tennessee mottled marble; and if desired, electric lighted and ventilated.

Send for Our Catalog

which shows many styles. If interested in Illinois Clothing Cases for men or women's clothing; or Illinois Hat Wall Cabinets, or quality show cases for general store use, simply write us a letter telling us of your needs and we will gladly send you special catalogs and full particulars.

Buy Illinois Cases by Mail

By supplying you with the high-grade Illinois Display Cases direct by mail, we save you the large commissions ordinarily paid salesmen. Our entire large business is conducted on the basis of dealing direct with the merchant himself. That is why we can *guarantee* you absolute satisfaction on every case you order from us, or your *money back*.

Illinois Show Case Works

1729-37 N. Ashland Avenue **CHICAGO, ILL.**

Show Cases and Store Fixtures
As You Want Them



Floor Cases of Any Description

"Kade Fixtures" are Quality Fixtures

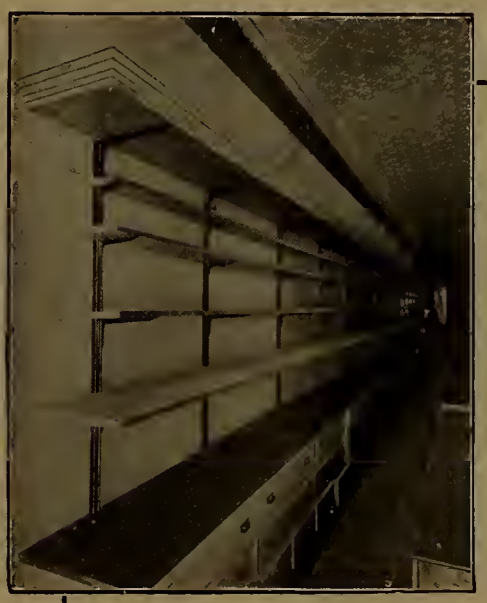
Design Correct, Material and Workmanship the Best Have Been Known as Such for Over 25 Years

Write for Catalog "D"

C. F. Kade Fixture and Show Case Co.

The Quality Line Plymouth, Wisconsin

You Should See Our "PLYMOUTH PARAGON" Display Cases, Great Value, Low Price



Here Are Those Shelves

Baines' Adjustable Shelf Brackets

Produce a system of shelving as illustrated herewith. Adapted to almost any goods.

NOTE the long continuous and straight line of shelving with absolutely no obstructions, also observe, please, that each shelf is adjustable.

Send for full particulars

100 Per Cent for Appearance
30 Per Cent More Capacity

PIQUA BRACKET CO. PIQUA OHIO



THE LINDNER CO., CLEVELAND, OHIO

"A Case Out-Side Is Worth Two in the Store"

Would you—

go to a dentist if you had typhoid fever?

Of course not!

Although he is a doctor, too.

You must use the same discrimination in buying an Out-Side Show Case.

There are several good show case and store fixture houses in the country, *but*—

We are positively the only manufacturers making a specialty of Out-Side Show Cases.

Write for catalog today.

THE DIAMOND SHOW CASE COMPANY

2208 West Superior Avenue **CLEVELAND, OHIO**

Show Window Valances



Linen Puffed Shades Lambriquens

Built to fit the requirements of Individual Styles of show windows. All special orders executed by us are carefully and scientifically planned. We are fully equipped to meet the unusual conditions and problems which very often arise. Mail us a rough diagram of your show windows together with the glass measurements and we will be pleased to submit modern suggestions, sketches, etc., with the proper proportion and designs suitable to your business without extra charge or obligation whatsoever. We aim to do more than take orders. All materials used are high grade standard qualities and the workmanship is first class in every respect. Catalogue suggestions on request.

Dept. B GET THE GENUINE

The Art Window Shade Company

2411-13 North Halsted St. CHICAGO, ILL.

ORDER THIS—You Cannot Go Wrong

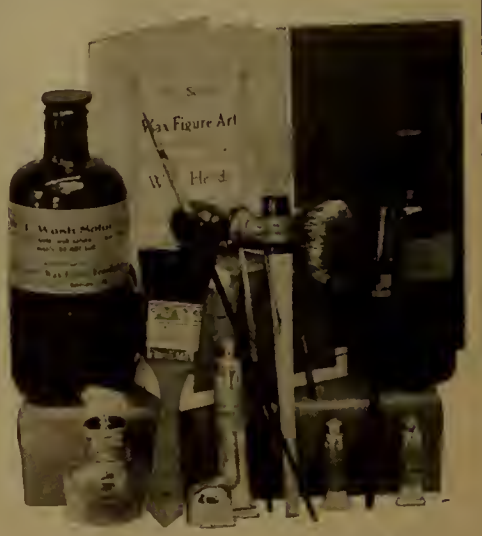
Clean and Retouch Your Own Wax Figures

Complete Oil Finish Outfit Including Formula of All Materials Used

The only practical outfit on the market producing the same High Class Oil Finish as executed at the factory.

We Guarantee Satisfactory Results

Outfits are now being successfully used by the largest stores everywhere.



Oil Finish outfit No. 5. Ready for immediate use, including book of instructions, formula, tools, etc. Price..... $5.00

Real Oil Finish Outfit No. 5 includes enough materials, ready prepared to clean and retouch 100 Wax Figures. A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows. Book of instructions carefully explaining how to clean and retouch Wax Figures (Real Oil Finish). Full instructions are also included on the repair of broken or damaged wax heads, arms, hands, etc., and resetting eyelashes and eyebrows. With the above outfit we also include a complete formula of all materials, with full directions how to prepare them for use. All materials can be purchased in your own city, and are very inexpensive.

Price for above outfit, including formula, $5.00

Any decorator, card writer or intelligent person can acquire this art very rapidly. A trial will convince you that this is an absolute fact.

INVENTED AND SOLD EXCLUSIVELY BY

The Harrisburg Wax Figure Renovating Co.

335 Crescent Street **Harrisburg, Pa., U. S. A.**

Send for catalog.



YOU SHOULD SEND FOR THIS CATALOG

Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 Page Catalog of

WOOD DISPLAY FIXTURES AND STORE EQUIPMENT

This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages showing actual window trims will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the merchant. This Book will be sent to Merchants and Trimmers writing for it on the firm's stationery.



THE OSCAR ONKEN CO.

No. 373 Fourth Avenue

Cincinnati, Ohio, U. S. A.

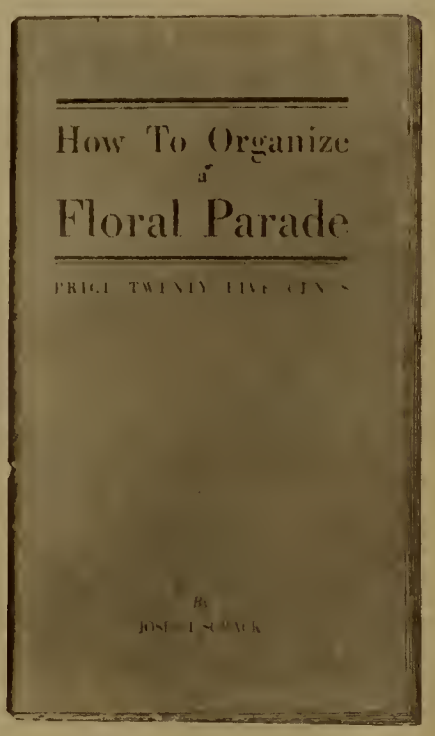
We Do Not Make Show Cases or Clothing Cabinets

These Are

On these pages are shown the original Schack Books on Parade Decorating. They are the books that others have tried unsuccessfully to imitate.

Like everything else bearing the name Schack, these books cannot be imitated. They are in a class of their own and other so-called "books" having similar names are merely cheap counterfeits as you will find upon comparison.

Send for this book and arrange a Floral Parade for July 4th, or for any other date you may decide upon.



This book contains 32 pages of practical information about Floral Parades. It will help you to make money.

Write for this Book Today.

"How to Organize a FLORAL PARADE"

There is probably not another man who so fully understands all of the details connected with organizing and conducting a floral parade as does Joseph Schack. He has specialized in this work for years and in this book he has set forth all of his wide and varied experience for the benefit of all those who may be interested in parades of this kind.

By following the simple instructions and advice set forth in this practical book anyone can get up a Floral Parade and make a success of it. Send for this book now and arrange a Floral Parade for July 4th or any other date you may decide upon.

"How to Organize a Floral Parade" will be mailed free upon request to any Schack customer. To others the price is 25c which will be credited on a first purchase of $5.00 or more.

"Schack's Fall Flower Book"

This will be the best Fall Flower Book we have ever issued. It will contain hundreds of new ideas for the coming season and every live decorator will want to see it before planning his autumn displays. Will be ready for delivery July 31. Send in your name now and be among the first to receive "Schack's Fall Flower Book."

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave., CHICAGO

the Books

"Schack's Floral Parade Book," and "How to Organize a Floral Parade" are like Schack Flowers and other products—They are the best that experience and money can produce.

Send for these valuable books today and you will find that they are filled from cover to cover with money making ideas. Thousands of these books have been mailed to leading decorators in all parts of the world.

If you have not received your copies of these books send for them without delay.

This is the only book of its kind ever published. More than 400 illustrations of decorated autos and floats.

Write for this Book Today.



Here is the book you need.



This is Excello, Patented May 9, 1911, No. 992068, the original floral sheeting invented by Jos. Schack. All others are imitations.

"Schack's Floral Parade Book"

This splendid book contains nearly 400 fine illustrations of decorated automobiles, floats, etc., and the flowers required to decorate them.

These decorations are from the most inexpensive to the most elaborate and you are sure to find exactly what you want in the way of a design.

There has never been published another book like this one and every live decorator should have a copy. It has a big supplement this season and contains many pictures that never before have been published.

"Schack's Floral Parade Book" and supplement will be mailed Free to all Schack customers. To others the price is 25c which will be credited upon first purchase of $5.00 or more.

EXCELLO

Schack's Excello is now famous all over the world and is used by the best decorators everywhere. There is nothing "just as good" as Excello, and you will avoid disappointment by using the genuine. It saves work, time and money. It is to your interest to avoid substitutes.

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave., CHICAGO



Send to-day for our new book:

"How to Decorate An Automobile"

Contains dozens of ideas for float and automobile decorating and also gives ideas for this work not shown elsewhere.

We Furnish Outfits for Decorating an Automobile complete for $15.00

We are manufacturers of all the designs which we list and not jobbers and therefore we can quote you prices that will surprise you on the highest class of decoratives.

Chicago Artificial Flower Co. 4813 N. Crawford Ave. **Chicago, Ill.**

Compo Board

COMPO-BOARD must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. Will not warp or buckle.

COMPO-BOARD is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Sample and Book Free

Tells In An Interesting Way All About This Modern Wall Board



COMPO-BOARD SETTING BY W. H. HINKS, MINNEAPOLIS, MINN.

Northwestern Compo-Board Co.
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MINNEAPOLIS :: :: MINNESOTA

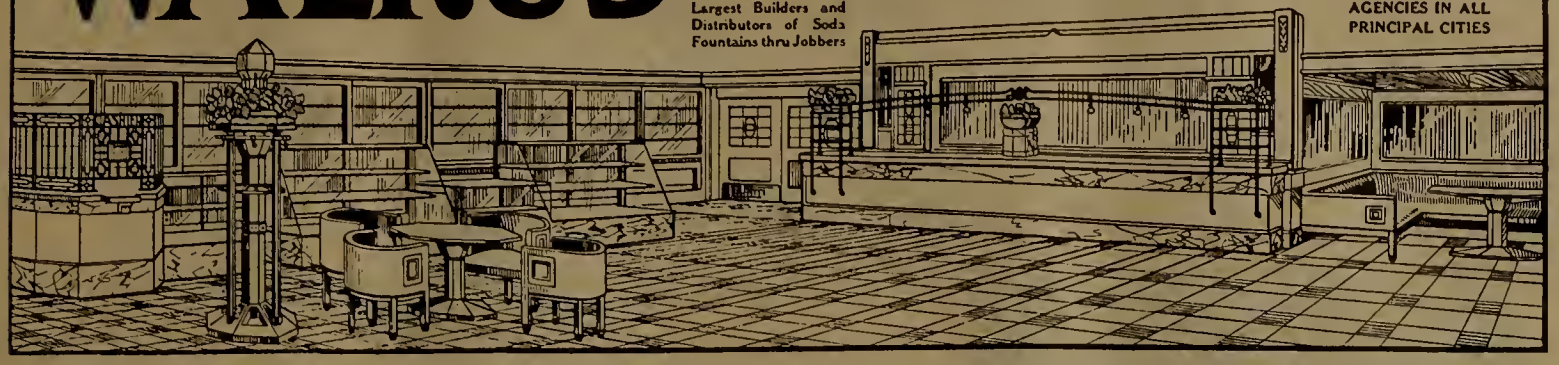
WALRUS STORE FURNISHINGS

Reflect Quality—Refinement—Individuality. We maintain a staff of expert Designers. Our manufacturing facilities are extensive. Our prices most reasonable

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest Builders and Distributors of Soda Fountains thru Jobbers

AGENCIES IN ALL PRINCIPAL CITIES



NEW DISPLAY FORMS

—Such as we show in this advertisement will prove the biggest power in your window displays for they will give a lifelike "action," "snap" and "swagger" to your garments. Every line and angle of Polay's new display forms is scientific and the result of careful study of the latest models. The new high chest, narrow waist line effect is a distinctive feature of Polay's forms. Bases and standards made of Oak or Birch—(any finish desired.) Stock finish in fumed Oak for immediate delivery. Miles ahead of any forms ever designed. Order a dozen aud note the "different" appearance of your garments in your windows.

POLAY FIXTURE SERVICE
CHICAGO, :-: U. S. A.



Use These New Bust Forms

No. 601 Polay's Half-Bust Form Shirt Displayer, papier mache front covered with white jersey. Adjustable tube standard 12 in. to 22 in. tilting top, 6-in. base. Displays Union Suits, Pajamas, Silk Shirts, Sweaters.
Price, each.....$ 1.75
Price, dozen.....21.00

No. 503 Bust Form Displayer, three-quarter style, untrimmed, papier mache front, white jersey covered; 18 in. rigid tapered standard, tilting top, 7 in. base. Displays Shirts, Sweaters, underwear, Fancy Waist Coats.
Price, each.....$ 2.50
Price, dozen.....30.00



Scientific in Every Line and Angle

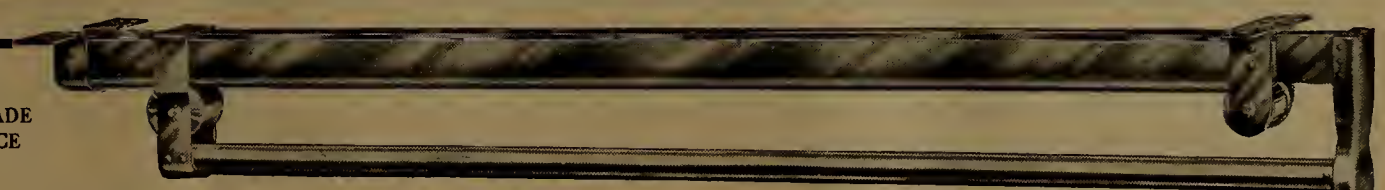
No. 405 Men's Vest Form, wood base. Our best seller. Removable tops for plush drapes Adjustable wood standard. Made with new style flange, easy to adjust. Made in any wood finish on Oak or Birch.
Displays 36 model suits, full dress suit.
Each.....$4.00



No. 406 Men's Coat Form, wood base. Our best seller. Removeable tops for plush drapes. Displays Tuxedo and Business Suits, Sweaters, Overcoats, and other lines, useful and practical.
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Send for Our Catalog Showing These Forms Trimmed

NO BETTER TROLLEY MADE AT ANY PRICE



The Columbia Trolley Is a Money Saver

1st—By keeping your suits in fine shape for your customers to examine and try on.
2nd—By cutting out the expense of pressing every suit you sell.
The roller bearings are of hardened steel and practically frictionless, easy to operate, will wear a lifetime.
The **Columbia Trolley** is very heavily nickeled over copper insuring a rustproof and durable finish.

Let us tell you how little it would cost to equip your store.

HARDWARE SUPPLY CO., *Manufacturers*, Grand Rapids, Mich.

Made In Grand Rapids

Everything for Men's Apparel

WHETHER you need a single display case or fixtures for the largest kind of a store you will find everything in equipment for the display of men's apparel in the Welch-Wilmarth line. You will find in the line the latest ideas for the display and protection of merchandise, as well as the best in the way of "unit" construction and arrangement. Our National Organization is prepared to give you unsurpassed service in everything from the designing of the plans to the regular inspection of your equipment.



THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

The Wilmarth Line contains everything but clothing cabinets and revolving wardrobes. Special cases and cabinets for all kinds of men's apparel are included in the "line." Many exclusive features of construction are made under Wilmarth patents.



Order NOW for Fall Delivery

Order NOW for Fall Delivery



THE WELCH SYSTEM

The Welch System covers all kinds of clothing cabinets, and includes the Welch Revolving Wardrobes. Welch Wardrobes are the "last word" in selling methods for clothing, and contain many exclusive features and refinements.

Write for Catalogues—or visit the WELCH-WILMARTH Show Rooms

Several catalogues are issued to cover the above lines, and if you will tell us your needs we will send the ones of interest to you. We will gladly make suggestions or plans without obligation on your part. When near one of our showrooms drop in and look over the latest ideas in equipment. It pays as well to keep posted on equipment as on merchandise.

WELCH MANUFACTURING CO. WILMARTH SHOW CASE CO.

7 Lyons Street 1524 Jefferson Avenue

GRAND RAPIDS, MICHIGAN

(Wardrobes licensed under Smith Patents)

New York.....732 Broadway
Chicago....233 West Jackson Blvd.
Boston.....21 Columbia St.
St. Louis....1118 Washington Ave.
Minneapolis.....100 Kasota Bldg.
San Francisco.....1109 Mission St.
San Francisco.....515 Market St.
Pittsburgh.....406 House Bldg.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXIV
NUMBER 6

JUNE 1914

Single Copies
Twenty-Five Cents

STORE OUTFITTING

ILLUSTRATING AND DESCRIBING A MODEL MEN'S WEAR STORE IN A WESTERN CITY—A LARGE AND VARIED STOCK OF GOODS CARRIED WITHOUT ANY WASTE OF SPACE

G. F. Cooper

EDITOR'S NOTE: This is the sixth of a series of articles on the subject of store outfitting that will appear throughout the coming year. The writer of these articles is a practical designer of retail stores of all kinds. He has for years been working out problems of arrangement and equipment and his experience has been of such a varied character that he may be regarded as an authority on this subject. In the coming articles the author will describe in detail how stores in various lines have been laid out and equipped. These stores have been selected as models of store planning and outfitting.

HERE'S A LITTLE STORY. It's a true story, too, and for that reason it is somewhat commonplace. Nevertheless it is a story that ought to appeal to merchants for the very reason that it is *true and commonplace*, and for the further reason that it points a moral. The scene of this story is in a prosperous town of about 14,000 population in one of the Middle-western states and which we will call Anyoldburgh because that is not the right name.

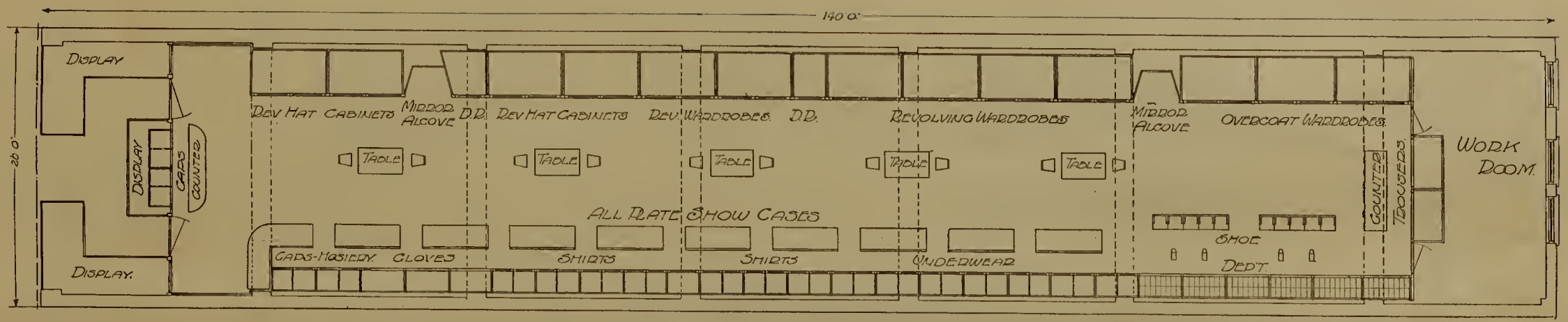
In this town there were for many years two rival clothing stores, both of which did a first class business. Between them they did practically all of the clothing business in the town although quite a number of possible customers got their clothes from out of town. We will call these two merchants Smith and Brown although those were not their names. Each had a good business, was making money and was pretty well satisfied with things in general. Such rivalry as existed between them was not of an offensive kind although each watched the other closely and did his best to get a little more than his share of business.

The two stores were a good deal alike so far as physical characteristics went. Both were old fashioned inside and out. The show windows didn't amount to much and the fixtures on the inside were such as had been gradually picked up and added to during a period of some thirty years or more. The tables, counters, shelving, etc., weren't much to look at but they satisfied Smith and Brown and answered the purpose according to their ideas of merchandising.

So far as the merchandise was concerned there was little difference if any. Smith specialized on one of the most widely advertised lines of clothing that is made. He also carried the most favorably known brands of hats, shirts, underwear, and other lines. Brown's clothing leader was a brand that was equally well known and the same was true of his other lines—in fact, each was a good old-fashioned store carrying the best merchandise on the market and selling at fair prices. Customers in favoring one store or the other, generally did so for personal reasons or for no reason at all.

Smith's mainstay was a comparatively young fellow named John who had grown up in the business and knew all the customers by their first names. He was a mighty good salesman and a good all-round business man as well. He did most of the buying and made trips to market regularly. When he made these trips he was usually entertained by the people who sold him his principal line of clothing, and naturally the business of the Smith store came in for a lot of talking over. The conversation was generally along the same lines. The representative of the clothing manufacturer was always wanting to know when Smith was going to modernize his equipment and start a really up-to-date store, and John was kept busy explaining why the "old man" didn't think it necessary to change the old order of things.

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FLOOR PLAN



FIXTURES ON EAST WALL
ELEVATIONS.



TABLE.



FIXTURES ON WEST WALL
ELEVATIONS.

THESE DIAGRAMS SHOW THE GENERAL PLAN OF THE STORE OF THE FULK CLOTHING CO. IN LINCOLN, NEB.—IT WILL BE NOTED FROM THE FLOOR PLAN THAT THIS ARRANGEMENT LEAVES PLENTY OF ROOM FOR CUSTOMERS DOWN THE MIDDLE OF THE STORE. THE SCIENTIFICALLY DESIGNED CABINETS, CASES AND SHELVING TAKE CARE OF A LARGE AMOUNT OF MERCHANDISE WITHOUT LOSS OF SPACE.



FRONT OF THE STORE, SHOWING DOUBLE ENTRANCE—CAPS ARE CONVENIENTLY DISPLAYED.

When John returned home he generally talked over the suggested improvements with his employer but the latter always had the same reply which went something like this: "Here we are doing a nice business; we are getting our full share of all the trade there is to get and our only competitor is Brown who runs exatcly the same sort of store we do. It would cost several thousand dollars to put in a new front and modern equipment. If we did spend this money on a new outfit, Brown would certainly do the same thing and we would both be out what we spent with no advantage to either. Nobody else is going to break into our field for that has been tried several times without success. We're getting along pretty well, my boy, and we had better leave well enough alone. If Brown starts to rejuvenate his store, we will see that he don't get very much ahead of us, but until that time we'll save that money."

This reasoning sounded all right at first but the more John thought it over and listened to the talk he heard when he went to market, the more he came to the conclusion that there must be something wrong with the Boss' argument. When someone suggested that John start an up-to-date store of his own in competition with the two old ones, he just laughed. He continued to argue with the Boss and showed the latter pictures in the trade papers of model stores and equipment. The more he thought about the matter the more interested he became and he sent for store equipment catalogues and made plans showing how the old store could be changed into a modern one. Smith wasn't the sort, however, to change his mind when to do so meant the spending of money, and so the matter ran along.

There was a young man named Jim in Brown's store who occupied about the same position in that establishment that John did in Smith's and the two frequently met. One day they were talking in a general way about business and the subject of improvements came up. It turned out that Jim's experience in arguing for improvements had been the same as John's. "We ought to start a stort of our own," said one or the other in a joking way, "then we could fix it up to suit ourselves." Then they got to talking it over seriously. Each of them could raise some money, but not nearly enough, so they commenced to plan where they could get more.

They went into the matter thoroughly and investigated every angle of the proposition. When they went to market they looked up possible lines of credit that might be established. They also made a connection with a new bank that had been started at home. By the end of a year their plans were complete. They notified their respective employers that they were going into business for themselves and went about the whole matter in a straightforward way, but without disclosing too many details. Both Smith and Brown naturally underestimated the competition that was brewing. They failed to realize that two experienced hustlers with good records, progressive ideas, and a fair



THE HAT DEPARTMENT—A BIG STOCK IS CARRIED IN A CONVENIENT WAY IN REVOLVING CABINETS.

amount of ready cash, can obtain quite a line of credit.

When the new store was opened it proved to be a revelation to the people who had been used to trading with Smith & Brown. It wasn't so large as either of the old stores. It didn't have to be for it was equipped to carry and display a good sized stock without any loss of space. A modern metal front had been put in an old building at the expense of the landlord, who got his money back through a slightly increased rent.

Jim, who had a knack for window trimming, had taken a special course in men's wear at a school of window dressing just before opening the new store, and was able to put in some displays that were much better than had ever been seen in the town before. While the goods carried in the new store were no better than that in the older establishments, it was displayed in the windows and inside the store to make it look a hundred per cent better. Instead of piling clothing on tables, it was carefully pressed and hung in cabinets. And everything else was shown in the most improved way. The new store was a big success from the start. It didn't put either Smith or Brown "out of business," but within four years John and Jim were doing more business than either of the old stores.

As was said in the beginning, there is nothing remarkable about this story. The same thing i happening all the time, and it would happen oftener if responsible and energetic young men were more alive to the possibilities of the game of merchandising. Credit from manufacturers and wholesalers is easily obtained by those who really deserve i and there is hardly a store of any size in which there is not one or more young men looking ahead to the time when he or they will have the means to start a store, and this is a most commendable spirit. However, the merchant who through misguided economy makes it easy for employes to start into competition against him, is making a mistake that he is likely to regret most sincerely. As has been stated several times in these articles, the public now demands good service as well as good merchandise. And clothing is more certain than if one merchant refuses to give his customers the store service they expect, another will come along with better service and get the business.

The excuse for the foregoing somewhat lengthy story lies in its application. There are far too many merchants who are "taking things easy" because of a mistaken belief that they are secure from competition. The best insurance against competition is good service, and no store can give really good service unless it has the proper equipment. Having relieved our system of all this, we will now proceed to tell about the equipment of one of the most modern stores in the country.

A MODERN CLOTHING STORE

The plan and pictures reproduced here show the lay-out and fixtures of the Fulk Clothing Company of Lincoln, Neb. O. A. Fulk, the president of this company, is a merchant who started out in a small way about ten years ago. He did not have a great deal to begin with, but his ideas about the



A VIEW OF THE SHIRT STOCK WHICH IS CARRIED IN CABINETS.

way a store should be conducted were very positive. He believed in good goods, fair prices and the *best possible service*. For six years he conducted a haberdashery with a constantly growing business. At the end of that time he found it necessary to move into larger quarters. This was done early in 1912, and a small stock of selected men's clothing was added.

The business continued to prosper under Mr. Fulk's progressive management, and about a year later, in July, 1913, the Fulk Clothing Company was organized. The capital stock is owned by Mr. Fulk, the managers of the departments of the store, and some of the leading business and professional men in and around Lincoln. Under the new organization the business took on a new impetus. Larger quarters were required and a new fireproof building was built, being finished in September, 1913. In this new building Mr. Fulk had the opportunity of carrying out the ideas that had been in his mind from the beginning.

Mr. Fulk and his associates determined that the new store should be a model of perfection in every detail of its equipment. The leading manufacturers of store equipment were called upon and every phase of the outfitting of the new store was entered into with the greatest possible exactitude. The purpose was to fit the store out in such a way that a large stock of goods could be carried and displayed to advantage without a waste of space; that the customer might be given every convenience and comfort, and that the work of the salesmen might be facilitated to the greatest degree. How this was done is shown in the picture.

The diagram on page 14 shows the general layout of the store and the fixtures on the two walls. The store is 140 feet deep and 26 feet wide. The front is of the most approved construction, being built on the arcade plan, which gives an unusually large amount of display space for a store of this width. Stepping through either of the two front doors, one is at once struck with the "different" appearance of the front of the store room. This is well shown in the picture. In the middle, between the two doors, is the cap department. This stock is carried in sectional cases, having receding doors, and at the bottom of which are capacious drawers for containing surplus stock.

First on the left side of the store is the hat department. This stock is carried n four large cabinets with revolving racks. These cabinets are so designed that a surprisingly large stock can be carried conveniently, and every hat that is not already in sight can be brought to view instantly with practically no effort. In the middle of the hat section a mirror alcove is built in.

Passing the hat section we come to the suits, which are kept in six double deck, revolving cabinets. In each of these cabinets eighty suits can be carried conveniently and without crowding. The cabinets are furnished with sliding receding doors that are easily moved back out of sight when open. A dressing room is built in between the clothing cabinets.

A mirror alcove marks the end of the clothing cabinets, back of which is found the overcoat section. This stock is carried also in revolving wardrobes of the same pattern as those described with



SUITS ARE CAREFULLY PRESSED AND SHOWN IN CONVENIENT CABINETS.

the exception that they are single deck instead of double. Across the back of the store room are sectional cabinets in which odd trousers are carried. These, as well as all of the other fixtures are uniform in height with the clothing cabinets. Back of the store room proper is the work room, and above this, communicating with the front, is the office and cashier. Here the cash and packages are delivered by means of a very efficient carrier system.

Moving forward on the other side of the store the first section to be encountered is shoes. This stock is carried on plain sectional shelving. The underwear section is next. Following the underwear is the shirt section, which occupies a considerable space, as a large stock is carried. Sectional



THE UNDERWEAR DEPARTMENT—GARMENTS ALL BEHIND GLASS DOORS.



OVERCOATS ARE ALL SHOWN ON HANGERS IN CABINETS.

shelving of the "book case" type, with receding doors, is used for the shirts and underwear. At the front are the hose, glove and collar sections, and each of these stocks is carried in shelving built especially for it. The illustrations are so clear that further description would be superfluous.

All of the woodwork throughout the store is in a rich oak, which is a highly appropriate wood for a men's wear store. The show cases are all of the most modern type, as may be seen from the pictures. This arrangement of fixtures allows for placing tables along the middle of the room, yet provides ample elbow room for the customer.

Considered from every angle this is a remarkably well equipped store, and it would be difficult to suggest any detail that could be improved upon.



THE HOSE, GLOVE AND COLLAR DEPARTMENT—ALL IN VISIBLE COMPARTMENTS.



Plate No. 9000—A Showing of Ladies' Trimmed Hats by Arthur Wm. Merry for Braman's, Denver, Colo.

The principal decoration in this display was a tall gold vase filled with red American Beauty roses and green ferns. Rich green plush was draped around the top of the vase, falling to the floor in graceful folds. This made a handsome and sympathetic setting for the six hats shown. The hats themselves were carefully selected for this showing. The announcement card was of pebbled mat board tinted green and decorated with a cut-out taken from the cover of one of the style books, several thousand of which had been mailed in the city. Several of these books were used in the window. The arrangement of the few accessories is easily seen.



Plate No. 9001—A June Bride Display by R. A. Young for Sidney L. Brock Dry Goods Co., Oklahoma City, Okla.

Here is a seasonable display that makes an excellent impression although the window is a shallow one and there is a big post in the middle. A window of this sort presents quite a problem, but Mr. Young has succeeded admirably in overcoming the difficulty. A few flowers were used on the background and others were placed in vases in front. Palms completed the decorative effect. The figures require no explanation.



Plate No. 9002—A Bathing Suit Display by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

No attempt at decoration was made in this display except that which was obtained through the introduction of the bathing chair, beach sunshade, etc. Suits and various accessories to sea bathing were displayed.



Plate No. 9003—A Bridal Display by Louis Levinsky for S. Goldman, Milwaukee.

This is a window that requires little description as the details are quite evident in the picture. The mirror frames were covered with composition board finished in a neutral tint and decorated with flowers and foliage. On the floor was a plain green carpet. The figures show for themselves.

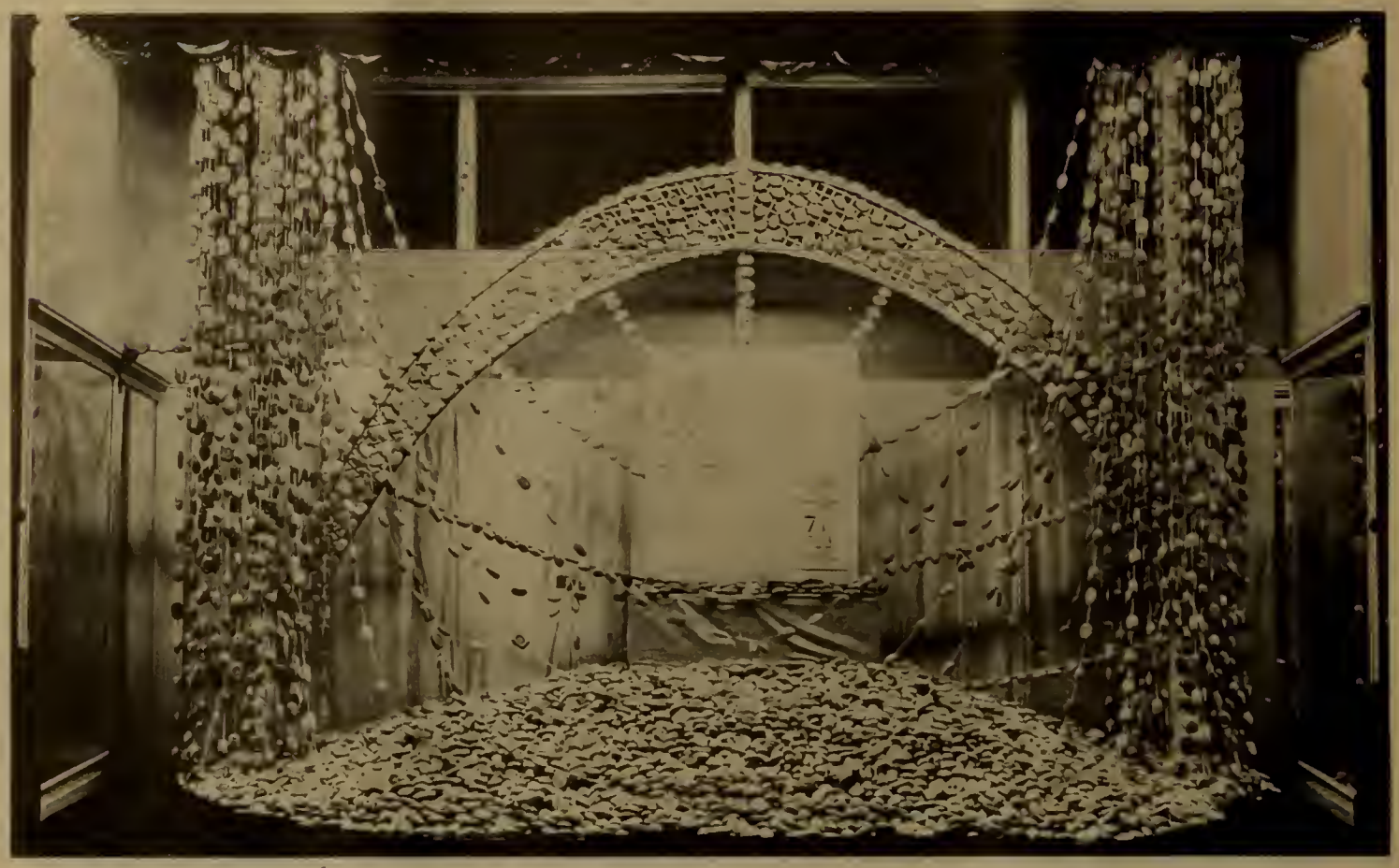


Plate No. 9004—A Striking Display of Soap by Edward N. Goldsman for Selfridge & Co., London.

This picture shows a very unusual display of toilet soaps that was installed for the last Annual Soap Sale of Selfridge & Co. and which resulted in the sale of five tons of toilet soap in less than five days. The unique decorative effect at the sides of the window was obtained by stringing cakes of soap on narrow ribbons. Hundreds of other cakes were fastened to the ornamental arch in the backgrounds and thousands of others were piled up on the floor, giving the impression of a tremendous purchase to account for the unusually low price quoted. In the middle of the back was an immense cake of soap weighing over 1,100 pounds.



Plate No. 9005—A Bridal Display by W. L. Blayney for Hale Brothers, San Francisco.

This is the month of brides, and here is an excellent suggestion for the display of cut glass, or for that matter, almost any kind of merchandise suitable for presents. The bride was decked out in all of the customary finery and carried a large boquet. Around her was arranged the merchandise, which showed up admirably.



Plate No. 9006—A Special Display of Soap by Edward N. Goldsman for Selfridge & Co., London.

This is another of Mr. Goldsman's remarkable displays of toilet soaps. When it had been in for ten days, nearly fourteen tons of the soap had been sold. The soap was a manufacturer's stock (Cleaver's) and usually retails at 3d. (6 cents), and 4d. (8 cents). On this occasion it was offered at 6½d (13 cents) per pound. The feature of the display was the use of many hand scales. There were 72 of these in the window, showing prospective customers how many cakes of the soap were contained in 1 pound, 7 pounds and 14 pounds. The small steelyards can be discerned in the picture only with difficulty, but they were very evident in the window. This picture serves as an excellent example of the value of an idea in a window display.



Plate No. 9007—Display of Fancy Groceries by E. M. Mc Cartney for G. W. Schmidt Co., Pittsburgh.

In every big city there are several high class grocery stores that cater to the wealthy trade, yet it is very seldom that these stores have more than passable window displays. With the average store of this sort the window is filled with all sorts of good things to eat, and which are arranged very much as they would be if they had been put in place by means of a scoop shovel. This window shows that the grocer can have a window arranged and decorated quite as artistically as any department store. In this display the color scheme was gold, grey and rose. The roses were held in large gold vases between which was arranged a heavy festoon.



Plate No. 9008—A Novel Straw Hat Display by O. F. Ballou for C. H. Almond D. G. Co., Lynchburg, Va.

This window was a trade puller in every sense of the word. Crowds were always before the display and on the day of the sale men were almost fighting for the hats at a dollar each. The background was green velour and a light trellis was run along the back above the curtain. In the middle a big clock was placed, with the names of the months taking the place of hours. Across the face of the clock were the words "Straw Hat Time" and the hands pointed to "a few minutes after the first of May," as the display was in during the first week of that month. At either corner, placed in a tub was a tree with all of the limbs trimmed off short to hold hats. Vines were used to represent leaves on the trees. Part of the big card read "Just Like Picking Them Off the Trees." One dollar bills were scattered about the display. This display, together with a good newspaper advertisement, brought to a finish the most successful and enthusiastic sale this store has conducted for a long time. The fact that this store does not sell men's straw hats at other times, made the display more of a surprise.



Plate No. 9009—Straw Hat Display by Wolbach's, Grand Island, Neb.

In front of the scenic background were built two immense "watches" which kept correct time throughout the day. In front of these was a "straw hat machine" which was operated by means of a small motor. Rough straw was fed into one end of the machine and came out of the other in the form of new straw hats.



Plate No. 9010—A Straw Hat Display by E. M. McCartney for Joseph Horne Co., Pittsburgh.

The mirrors in the large screen in the background were covered with black net, upon which were fixed a large number of metallic silver butterflies which sparkled brilliantly in the sun or artificial light. The floor was covered with yellow felt, and all of the hat stands were finished in gold. A few canes and gloves were shown with the hats. This store had five windows trimmed in this style, with the exception that different kinds of hats were shown in the other windows. The windows were put in early in the season and sold many hats.



Plate No. 9011—Straw Hat Display by W. H. Richardson for F. J. Palmer & Son, Sydney, N. S. W.

The general setting of this display was designed to represent a wheat field. The girl coming through the field was waving at the man on the binder in the distance Real wheat was fixed as if growing, for a distance of about one foot in front of the painted scene, and this was kept waving gently by a current of air from a concealed electric fan. An old post and rail fence on which was painted a sign, lent a natural finish. On the fence, here and there, were perched birds, and a newspaper which had apparently blown against one of the posts, contained a large hat advertisement. The newspaper also was kept moving by the fan. Large butterflies were suspended from the ceiling by means of invisible threads, and these kept moving constantly. The floor was made to represent a country road. This window drew large crowds ad sold many hats.

A FELT BACKGROUND

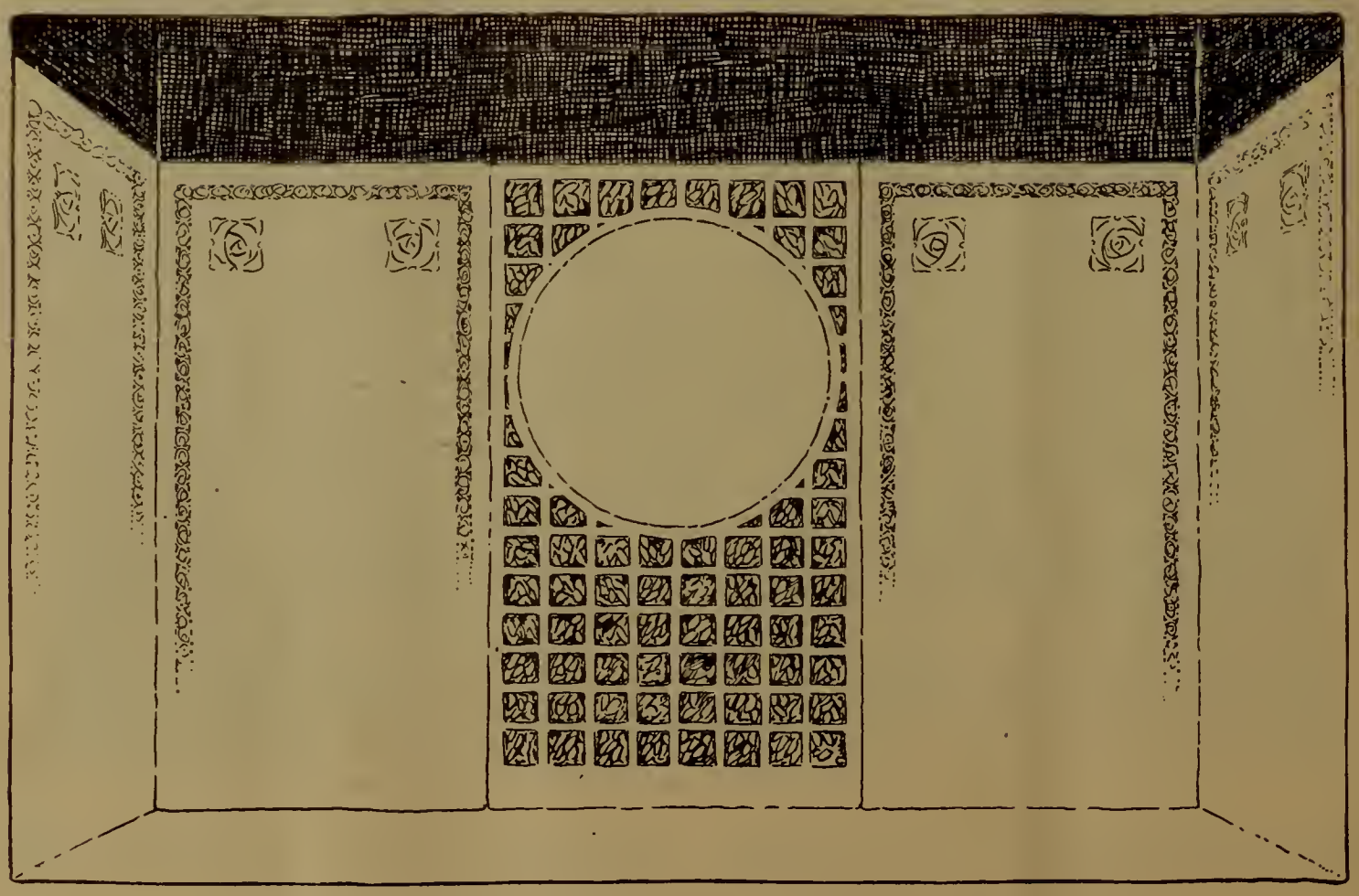
A SIMPLE AND EFFECTIVE SETTING THAT WILL SERVE WELL FOR ANY LINE OF MERCHANDISE—CAN BE MADE EASILY AT A SMALL EXPENSE—PEDESTALS TO CORRESPOND—SUGGESTIONS FOR CARRYING OUT DESIGN

NO OTHER FABRIC offers so many opportunities to the window dresser as does felt. Its soft, dull surface, generous width and elasticity combined with an almost limitless range of colors make an ideal material for the decorator's uses. During recent years, felt has attained a remarkable popularity among the leading decorators and its use is growing all the time. As a window decorating material it is in a measure unique as it never grows "old." There are so many ways in which felt can be used by a versatile decorator, that the oftener he uses it, the more he realizes its wonderful possibilities.

Felt is surprisingly easy to handle. Having no "weave" it is not inclined to wrinkle when drawn over a corner, and while it stretches readily, there is sufficient elasticity to take up any slackness, thus producing the smooth, even surface that is so desirable in window backgrounds. Cotton flannel is sometimes used as a substitute for felt but it is a poor makeshift—the appearance of the felt is so superior to the other that the difference in cost is not worth considering. For instance one sometimes sees handsome gowns made of expensive materials shown before a background covered with cheap cotton flannel—necessarily the effect of the cheap setting is to cheapen the merchandise. Being 72 inches wide is also a great advantage as the decorator can cover large surfaces without a seam.

In the accompanying sketch is shown a simple but strong scheme for a background in which felt is the principal material used. It has the advantage of being made up in panels which can be completely finished in the workroom and then taken down and set up in the window with very little trouble. The back is made in three panels the proportions of which may be varied to fit a long or a short window without altering the character and general effect of the design in the least. The proportions shown in the sketch are intended for a window about twelve feet long and of the average height.

The side panels of the background are to be made by using a stiff wooden frame of the required size, and covering it with felt stretched tightly enough to make it perfectly smooth. The felt will fit better if the tacks are placed on the back of the frame rather than along the edge. The decorations used on these panels may be of several kinds. A molding in a floral or leaf design and at least two inches wide would answer the purpose satisfactorily. If desired, the molding could be run clear around the panel but, in the opinion of the writer, the effect would be better to use it in the manner suggested in the drawing. If a molding is to be used, the frame upon which the felt is



A SIMPLE BACKGROUND IN WHICH FELT IS THE PRINCIPAL MATERIAL USED.

stretched should be sufficiently wide so the molding can be tacked to it after the felt has been applied. The two square ornaments are made of papier mache and should be selected to harmonize in design with the molding. The panels used for the ends of the window are identical with those at the back.

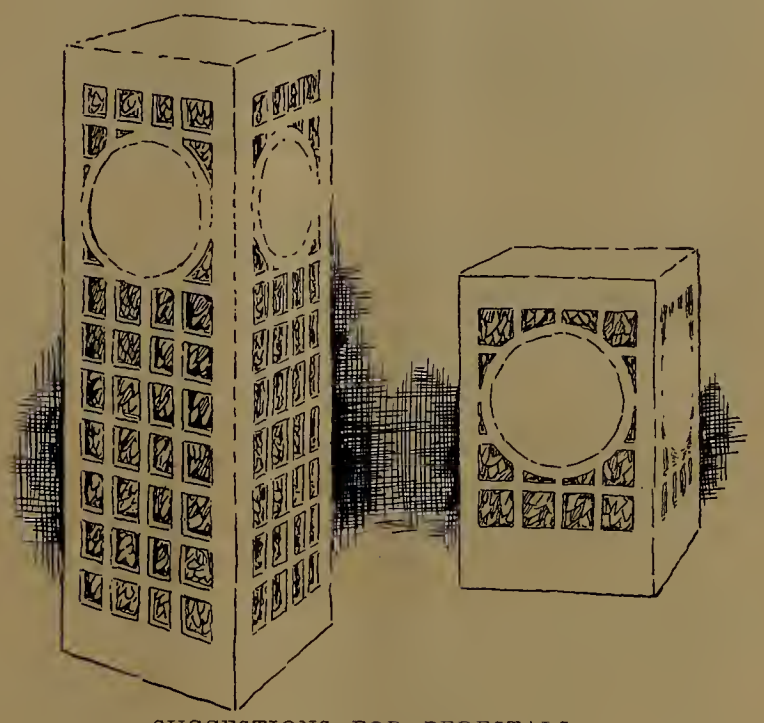
The color scheme that may be selected for these panels will prove highly important as a factor in the general effect of the window. Of course the colors selected will depend upon the season and the merchandise to be displayed in the window. For a fall display of clothing, a good combination would be light tan colored felt with antique gold or bronze molding and ornaments. Cream colored felt with the trimmings finished in old ivory might also be used but there is hardly enough contrast in this combination. For a spring or summer display, there are several combinations that might be used with striking effect. For example, a light blue felt might be used with the molding and ornaments finished in a peacock blue in metallic color. Light grey with oxidized silver ornaments would make a good combination for men's summer clothing. If preferable, a darker shade of felt could be used with lighter ornaments. For example, an apple green felt with the ornaments finished in variegated shades of pale pinks, blues and greens. But there are so many color combinations possible when felt is used that it is useless to try to suggest them all. The decorator will have no trouble in finding one that will be altogether satisfactory.

If, for some reason the decorator does not want to use molding and relief ornaments for this design, stencils may be employed with good results. Felt lends itself readily to stencil decoration and the colors may be applied either with an air brush or an ordinary stencil brush. Another way in which a pretty effect might be had would be to use a festoon of small flowers across the top with pendants at the sides. The flowers would have to be arranged compactly to get the right effect. They should be pinned to the felt at short intervals.

The middle section of the background is a lattice framework. This could be made of 7/8x7/8-inch strips fitted carefully together—*not simply crossed*. A simpler and less expensive way to make it would be to mark out the design carefully on composition board and then saw it out with a keyhole saw. This lattice is to be enameled or painted with a glossy paint. It should be done in some moderately dark color if the other panels are light. Back of the lattice is a mass of compact artificial or natural preserved foliage. For a spring or summer window, green preserved beech leaves would be appropriate. The same leaves in red would be good for fall. The leaves are mounted on heavy paper which is tacked closely to the back of the lattice.

And now we come to the big circle which is nearly four feet in diameter and can be treated in many ways. The best way to handle this, in the estimation of the writer, would be to leave it entirely plain making it simply a disc of felt to match that used on the side panels. Few decorators, however, will agree with this easy solution as most of them, when they see an inviting space such as this, are filled with an overpowering desire to put something in the middle of it. We don't agree in this but if the space *has* to be filled, a scenic painting may be used or a cut-out pattern in felt would serve the purpose. Again, it might be filled with leaves to correspond with those back of the lattice. Better still, if there is a mirror at the back, just leave the space open. Whatever is done, a sign should not be placed in the circle.

A little sketch is also shown to suggest how pedestals can be made to harmonize with this set-



SUGGESTIONS FOR PEDESTALS.

ting. These are intended to support display boards covered with felt to match the background. The pedestals can easily be sawed out of composition board and painted to match the lattice work in the middle panel of the background. Leaves are used in the same manner as in the background. If this window is carefully worked out it will make an unusually good looking setting but much will depend upon the color effect.

THERE'S NOTHING NEW about the proposition "Hats Trimmed Free," yet it is a selling scheme that costs the merchant little and appeals to the average woman who has to watch her pennies. Any store that has a millinery department can afford to trim hats free for women who buy materials.

Department Store Card Writing

By G. Wallace Hess

This is the twelfth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

Don't Do It

IN the previous articles written on card-writing I have told you how to do things. Here are a few "Don't" which, if heeded, will be especially valuable to the amateur.

Don't scatter new cardboard around your workroom—keep it in a cabinet, package or boxes.

Don't save old soiled cardboard (unless to be used as a stencil or mat cutting base) but get rid of it if useless for signs.

Don't use dirty cardboard for signs—use clean cards or none at all.

Don't become slovenly in your work—strive to be neat.

Don't save junk or trash—get everything in the waste that is a dust or dirt catcher.

Don't say, when you have only twenty-five or fifty cards to make, "I'll let those few go until tomorrow." In the morning your manager or some one else may send in a load of rush work.

Don't delay in the making of any sign—get them out as fast as they come in.

Don't run the sign room on the barber shop, or "first in first served," plan, but get the work out to best serve the interests of the firm as a whole.

Don't make a sign wanted for Wednesday ahead of a sign wanted for Tuesday.

Don't abuse your tools or leave them around where anyone can use them—or steal them.

Don't let brushes stand on end in a glass of water—it's better to use a pail and throw them in it and let them float on the water, if desired to give them a good soaking before washing.

Don't be careless in using so-called revivers. They are largely nothing more than wood alcohol, and will (most of them) ruin a brush. Ivory soap and water is unequaled for cleansing brushes.

Don't leave a loaded brush flat on your table, so that the hair will stick to the table.

Don't get water or color splashed over the table—keep it clean. Better cover it with dark green oilcloth and wash it once a week.

Don't think you can cut the ends off a brush an eighth inch or more. If a brush needs trimming, trim the few hairs that extend beyond the majority of hairs by means of a razor or razor-sharp knife. First wet the hairs, then lay flat on a piece of cardboard.

Don't try to see how hard you can pull the hair in a brush to see if it will come loose.

Don't think that a flat brush is better than a round. It isn't, and the flat style has made more sloppy letterers than all other causes combined.

Don't fail to try to work up on the end of the brush, especially for rapid small single stroke or one-stroke roman.

Don't take the temper out of a pen.

Don't be surprised if you have trouble in pen lettering, if you use colors containing alcohol, formaldehyde or similar preservatives.

Don't wait until a pen is played out before starting a new one. Start breaking in new ones before the good one is gone, and when you get a fine working pen or a pen that works well, save it for window cards.

Don't fail to remember an old pen beats a new one.

Don't attempt to use thin fluid ink in a music pen. Use a heavy ink, or eternal, with a little black letterine added, or thinned opaque colors.

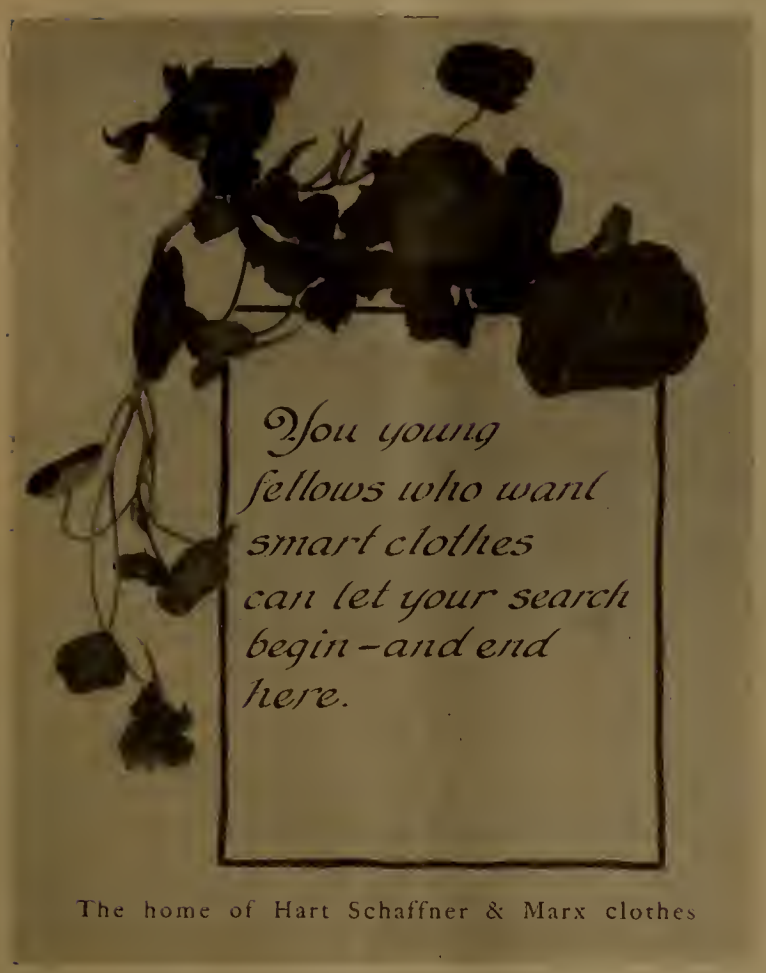
Don't use too much pressure on a pencil in ruling cards or sketching lettering. Coated board is mostly used for signs. It shows erasures and rubber marks more than any other boards. A 9H Kohinoor pencil is ideal for lining—will last a year, and make such a faint, sharp line it cannot be seen.

Don't think you have to erase lines on department store signs, either window or interior—rule them so faint that only yourself can see them.

Don't become imbued with the idea that it is in the brush or pen—ability to letter comes from something else.

Don't fail to remember that it is the hand behind the brush that makes the letter, and likewise don't forget that it is the mind that makes the hand move.

Don't think you can make a roman letter with a brush, pen or pencil unless the correct form of a roman letter is stamped indelibly on your mind.





THESE HANDSOMELY COLORED CARDS WITHOUT LETTERING ARE SENT OUT BY THE MANUFACTURER.

Don't fail to study good standard alphabets, such as the Roman or Egyptian, as much as you can.

Don't try to be funny in phrasing showcards.

Don't say (as I have seen), "Bathing suits for males and females." Remember, we are all men and women, and you will never err by using those two words in preference to any other words denoting the masculine and feminine sexes. The sign above referred to is abominable.

Don't ever use a word that is not in the dictionary. [Note. This was the first instruction given to me years ago when I first entered the employe of Schlesinger & Mayer, by their advertising manager, W. C. Powell, the present advertising manager of Mandel Brothers—and a man and friend to whom I am indebted for much sound advice in my early days. To this same advertising manager is due the credit (as far as Chicago is concerned) of being the first to order the use of the small, neatly-lettered window card.]

Don't say "Ladi-s'." Women's is preferable, letter shorter and sounds a thousand-fold better.

Dno't say "Ladies'." Women's is preferable, and always used by high-class stores and persons of culture and refinement. In fact, there can be no excuse offered for using the former in America, unless in the ballroom or at formal social functions. It is certainly not necessary in merchandising. I have even seen signs on State street saying "Ladies' Corsets." So you do not have to go back to the bush league for errors always.

Don't leave rags soaked with turpentine or oils in the sign room at night, and don't throw them in with waste paper. Get them outside the store into the alley.

Don't fail to remember that colors should be kept covered, and that distemper colors held in reserve should always be covered with water.

Don't wait until cold weather to buy colors. Buy your winter supply before danger of freezing is here.

Don't wait until the day before your autumn opening to make your opening cards. You know you are going to have an opening in the autumn—get busy ahead of time.

Don't think you have to be a wizard to write copy for signs.

Read some good metropolitan paper or subscribe for one—a paper that carries advertising of stores like Wanamaker's, Field's, Mandel Brothers', Maurice Rothschild's, Rhodes Brothers' and scores of other big stores from coast to coast. By cutting out a clause or a few words in a long sentence you can often get a trite saying that no one save the advertising specialist can hope to write.

Don't fail to walk through the store once a week and see how things look. Don't fail to get down dirty or broken signs, and don't forget to go around the first week in August and January and see how many July clearing sale and Christmas signs you will find up.

To learn showcard writing means to pay attention to little things and to use your gray matter.

NOTES FROM NEW YORK

MR. WENDEL CHIEF DECORATOR FOR GIMBEL BROTHERS ENGINEERS NOTABLE FASHION SHOW—OPENING HOUR FOR BIG RETAIL STORES CHANGED IN MANHATTAN AND BROOKLYN

F. F. Purdy

J. R. PATTON, formerly decorator for Henry Siegel & Co., Boston, is now chief assistant to Charles Wendel, at Gimbel Brothers', taking the place of Andrew Hopkins, who is now in charge of the windows for A. D. Matthews' Sons, Brooklyn. Mr. Wendel spent a week out West recently, with a couple of days in Chicago and a day or two in Pittsburgh. He was much pleased with the store of the Kaufmann-Baer Co. there, its high-class fixtures throughout the store and the treatment of the windows. The stock makes it evident that medium class trade is mainly sought. The Kaufmann Department Stores Co., the older Kaufmann house, is putting in a new front, which will take some time to accomplish, and of course new backgrounds and fixtures will be put in. The background of the entire stretch will be of Circassian walnut.

Mr. Wendel's work in connection with the promenade du toilettes received a handsome compliment in a recent issue of the Saturday Evening Post, of Philadelphia, wherein the writer detailed the manner in which the modern fashion show was "pulled off," from the time of the hiring of the models to the execution of the finishing touch of the promenade. The name of Mr. Wendel or of Gimbel Brothers was not mentioned, but it was the Gimbel procedure that was noted throughout, and the illustrations were of the directoire models that were familiar to those who took in the last Gimbel show. The writer, a woman, was accorded every privilege of going behind the scenes and securing all possible information that would aid in explaining this modern merchandising function.

Since May 1 the department stores of New York and Brooklyn have changed their opening hour to 9 a. m. from 8:30. "The only difference in the stores' trade," says one window dresser, "is that there is a bigger crowd than before on the outside of the store waiting for the place to open. The salespeople get a half hour extra, which they appreciate." The general testimony is that this change works no decrease in turnovers and that it improves the general spirit of the help. This general change was made to conform to legislation that went into effect May 1.

J. D. Ziegler, who for six years has been chief trimmer for the Simpson-Crawford Co., has resigned his position. Mr. Ziegler has been spending some time



Plate No. 9012—A Good Interior Display by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

When a special sale is being held it pays to brighten up the department a bit to call attention to the occasion. Here is shown a simple decorative scheme that was used for a sale of gloves. The nature of the little decorations used on the columns will be understood at a glance. The flags gave a needed dash of color.



Plate No. 9013—An Anniversary Sale Display of Gloves by J. A. Koerber for Strawbridge & Clothier, Philadelphia.

This display is quite simple and businesslike. In the foreground, gloves were shown in single pairs and in bundles on the floor. Others were shown in packages arranged like the spokes of a wheel on large circles. Still others were shown on glass shelves and with the use of metal fixtures. In the foreground was placed an easel on which were placed two colored views of the store. A small one showing the building in 1868 and a larger one showing it at the present time. Electric lights in frosted bulbs surrounded the pictures.

with friends and relatives in Kentucky, and it is his intention to go to Paris for a short time before taking up active work again. He has done some excellent work for the Simpson-Crawford Co., which merits praise. He has been succeeded by Charles DeVoursney, formerly decorator for Stewart & Co., Baltimore, an allied house controlled by the Claflin interests. Mr. DeVoursney was formerly with R. H. Macy & Co.. and has many friends who will be glad to see him back here again. Assisting him is "Doc" Penwarden, formerly one of Al. Manee's shining lights at the O'Neill-Adams Co.; also Sam Price and Nathan Corrigan.

F. G. Schmehl, decorator for the J. B. Greenhut Co. (late of Greenhut-Siegel-Cooper Co.) has branched out still further. That he has as strong a reputation as an executive within the house as outside of it is proven by the expansion of his duties that has recently been put in force. Aside from his office in the decorative department on the sixth floor, he now has another headquarters down on the balcony off the main floor, near that of the superintendent of the store. Here Mr. Schmehl operates all the details connected with the night and day porters, timekeepers, watchmen, room attendants, scrub women, laundry and general maintenance department. His function is to see that these departments are administered with efficiency and exactness, and as there are around a hundred people in all, and he has charge of everything from hiring and discharging them down, he will doubtless be from now on one of the busiest men in New York. But Mr. Schmehl has a knack of systematizing things, keeping a close tab and getting results, and yet never making false moves or getting a bit flustered, whatever the strain of events. The increased scope of the work that has come to him is a significant commentary on the opportunities there are for decorators who make themselves so useful that they crowd their jobs so strongly that they burst their bounds in the right direction.

Another amplification of a window trimmer's duties,or perhaps we should say, the next round of the ladder in advance, is in connection with the merchandising department. It has been a wonder to us that more trimmers have not worked into merchandisers. It seems that Charles DeVoursney, while in charge of the windows for the Simpson Crawford Co., will at the same time devote much attention to merchandising. He is assistant to Samuel MacLachlan, merchandise manager, who is the son of Alexander MacLachlan, president of the company. While in Baltimore Mr. DeVoursney had charge of the allotting and arranging of all the tables on the main floor of the Stewart Dry Goods Co., in addition to supervising the windows. It is doubtless a safe statement that no one "has anything on" the window trimmer in opportunity to put himself next to knowing merchandise. values, prices, etc.

Here is an idea which the wording of a sign in the Macy windows will explain for itself: "The special shopping service on the third floor provides you with clerks with a thorough knowledge of merchandise throughout the house who will greatly assist you in your shopping." Many a woman who has a lot of shopping to do in a short time will appreciate this service. The backgrounds of the Macy windows are now in broad panels of gray fabric between mahog-

any columns, and the floor covering of the windows is gray, to match. D. E. Spear, formerly of Filene's (Boston) and Lord & Taylor, is now with Mr. Allert at Macy's.

The Display Managers' Club will meet the first Monday of each month at the Broadway Central hotel. Monday suits everybody, as that is the decorators' easy day, here as elsewhere. The program is first to partake of a dinner at 7 o'clock, after which they will hold their meeting for discussion of business in a special room upstairs. The display managers are anticipating a lot of pleasure and profit out of their meetings, and already have "got together" in a friendly personal way that a short time ago many would have thought hardly possible.

Arthur D. Brandeis, of J. L. Brandeis & Sons, of Omaha, Nebr., has been elected vice-president of Stern Brothers, and, with a substantial investment in that institution, will take an active part in its management. Mr. Brandeis is a very successful department store manager and has large outside investments as well in Omaha. His affiliation with Stern Brothers is most natural, because his daughter is the wife of Irving C. Stern, son of Louis Stern. Stern Brothers to some extent are building up a new clientele at their new store at Forty-second street and Sixth avenue, and the result of their course in locating off Fifth avenue in going uptown excites interest. Stern Brothers have had a strong following among the best New York trade and the bulk of this they doubtless take with them to the new store, which has every facility for the most up-to-date merchandising. The treatment of the window backgrounds is very interesting. The background panels are removable and when placed in position covered with fabric, the fabric appears to be permanently placed thereon. Mr. Zegers recently had a fine cretonne and summer furniture stretch, with the large background panels covered with cretonne, and the uninitiated observer would naturally think that the cretonne panels were a permanent portion of the window, and they created a stronger impression than even large cretonne drapes.

Gimbel Brothers have also received an accession of capital, for Julius Rosenwald, president of Sears, Roebuck & Co., Chicago, has taken $1,000,000 worth of the stock of this corporation.

Monday, May 18, marked the beginning of a sale of the J. B. Greenhut Co. (formerly Greenhut-Siegel-Cooper Co.) to commemorate the official adoption of the new corporate name. There was a fine decorative arrangement, including a profuse display of flags, extensive advertising and gala effects throughout the windows and interior. There were twenty-five living models showing the latest fashions, and canary birds were singing their lays in many portions of the store.

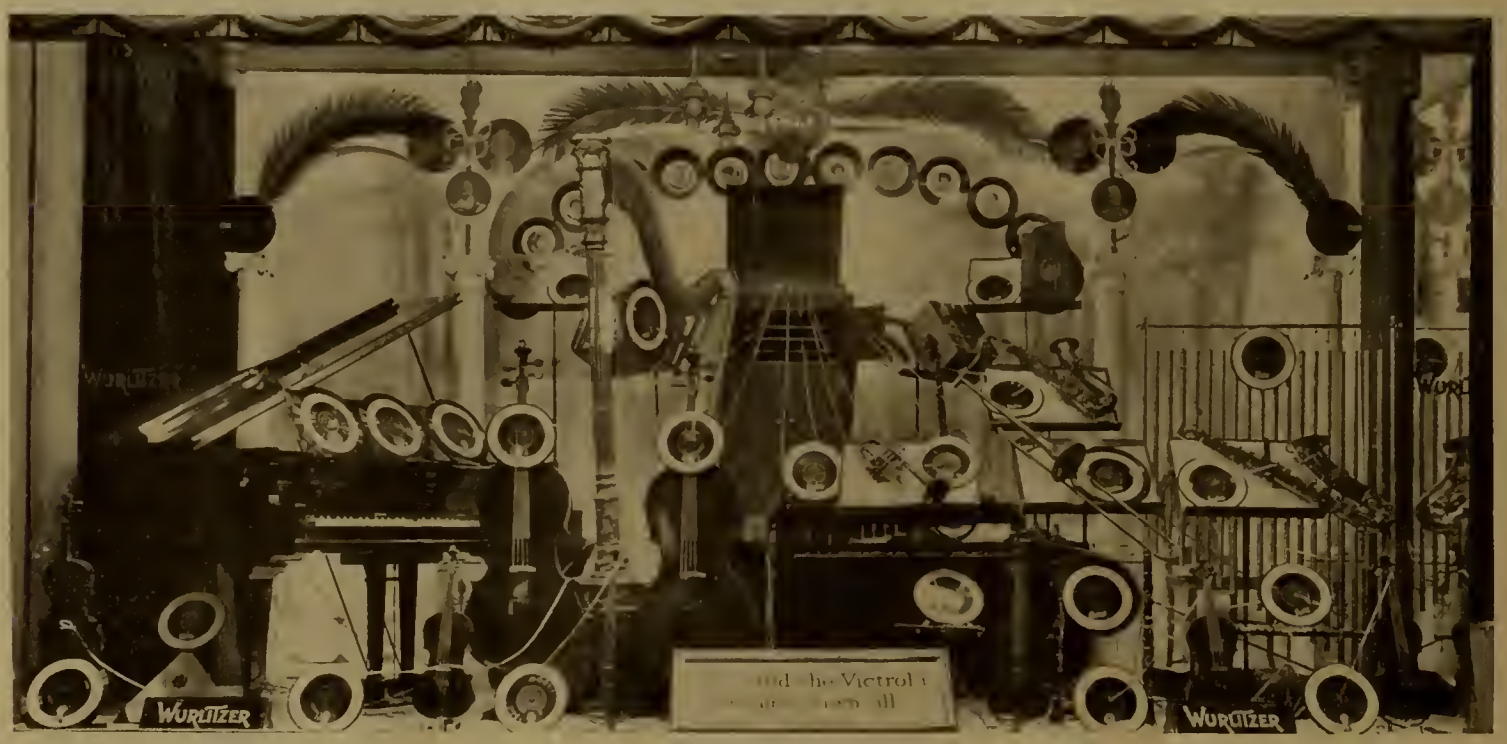


Plate No. 9014—A Remarkable Musical Display by Ellis Hansen for the Wurlitzer Co., Chicago.

Here is a window with a big idea in it. Mr. Hansen wished to bring out strongly the wonderful versatility of the Victor Victrola and he used this scheme to accomplish that end. In the window was placed a collection of practically every modern musical instrument. There was everything from a grand piano to a piccolo and by the side of each instrument was a Victor record made by some celebrated artist on that particular instrument. Connected with the record was a ribbon that extended to a Victrola in the background. The show card in the front of the window read "—and the Victrola contains them all." The display demonstrated the point so clearly that it attracted a great deal of attention. It was an exceptionally good advertising display and told as much at a glance as could have been told in words in a volume. It is the idea that counts in window display.

Important Announcement

A New Department of Store Planning Has Been Arranged for and Will Be Placed at the Disposal of Readers of Merchants Record and Show Window — Without Charge

For several months past we have been publishing a series of articles on "Store Outfitting" which have been very favorably received. These articles have described several classes of stores having modern equipment. With this issue we are in a position to announce a new series which will complement our original series and offer our subscribers a very valuable service.

Our new department is a "Store Plans" department, and will be in addition to the articles on "store outfitting." It will permit our subscribers, who are interested in new fixtures, to get specific data on their own problems.

For a long time we have had in mind a department of this kind, but have been unable to start it for several reasons. The whole tendency in the store equipment field is towards factory production, and standardized designs. This was brought out clearly in our series of articles on "Factory Fixtures." For this reason independent architects could not be employed because their work calls for special, and expensive, construction—which is directly against the best interests of the vast majority of retailers. On the other hand we were unable to get the services of those designers who could do the work, those employed by the big store equipment firms, because they either did not have the time or the firms were unwilling to spend money in making plans that would benefit their business rivals.

We have now made arrangements that get around all of these objections. In our Store Plans department the plans will be made by thoroughly experienced architects, familiar with the latest practical ideas in store fixtures, and those who have designed the plans for the best of both large and small stores all over the country.

The architects who will do our work are familiar not only with store fixtures proper, but can arrange for store fronts, illumination, ventilation, cash carrier systems—in fact everything needed in a modern store. These plans will be furnished absolutely without expense to our subscribers, who can use them, exactly as if a goodly sum had been paid for them and they had been drawn by an independent architect. Even if fixtures are purchased, and the plans used, our subscribers need give no special consideration to our advertisers; although in actual practise we know they will get their share of the business for we carry the advertising of most of the best concerns in this field.

The plans are yours to do with as you see fit. Plans will be made whether new fixtures are to be bought or the present equipment rearranged. These plans are expensive, however, and we must insist that they be asked for only when they will be made use of, and only asked for by members of the firms. When plans are asked for, in order to have them of value, we must have as complete data as possible, give too much rather than too little.

Send a rough plan of the floor space, showing all posts, stairways, doors, windows, etc. Give the value of the stock carried in each department, and information as to where certain departments must be located, if that is the case. State whether or not a new front will be put in. Give information in regard to cash and carrier systems. State what you now have in equipment that you positively will keep.

From month to month we will publish some of these plans, and in that way many readers will get valuable pointers even when a separate plan is not needed. We are perfectly willing to do everything possible to better merchandising conditions in the retail stores, and to help the merchants to meet mail-order and other forms of competition. Actual help of this kind is bound to do a lot of good. Make full use of this department, but do not abuse the privilege

Who Will Be the First to Have a Plan Made?

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" Established 1893
"The Show Window" Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON - - President
G. H. LAMBERTON - - Sec'y and Mgr.
THOMAS A. BIRD - - Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

EASTERN OFFICE, 1229 Tribune Building, New York City

Telephone 4349 Beekman

WILLIAM H. ROSS, Eastern Manager.

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba - - - $2.00 a Year
All Other Countries - - - - - - - - - $3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

Direct all Letters and Make all Remittances Payable to the Order of THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.

Payments made to other than authorized collectors will not be recognized.

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Official Organ of
The International Association of Window Trimmers

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**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

June, 1914

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Working with the Farmer

LAFE C. JONES, who is the head of the Merchants' Retail Association of Franklin County, Kans., has conceived and developed a new idea of co-operating with the farmers that has done much toward cutting down mail order buying in that part of the country.

Mr. Jones is a prosperous clothing merchant who has made a discovery. He has found out how to get the merchant in town and the farmer in the country working together.

Through an organization of an association which invites into its membership both the farmers and the merchants, they have secured in Franklin County over three hundred members from the country of the Retailers' Association in Ottawa, and they give the farmer something in return for his membership fee.

They keep a paid secretary and a bureau of information and a paid lawyer. If the farmer has a knotty law problem, he calls up the Retail Merchants' Association lawyer and the lawyer solves the problem for him without any fee. If he wants the doctor and doesn't know whom to call, the secretary gives him the information he wants. If he wants to know what train to catch for Chicago or what market to ship his hogs to that day, or where he can get a new bolt for his threshing machine, or a new part for his six-cylinder automobile, he calls up the paid secretary of the Retail Merchants' Association and gets the information. If he wants to know the financial rating of anybody in the county, he can get it there. The Merchants' Association has over six thousand ratings which are dependable in Franklin County and Ottawa.

If he wants anything sent out by parcel post from a local merchant, the Merchants' Association will look after it for him.

It will do anything he wants it to do. It is at his beck and call, and he is made to feel that he is part of the working organization.

Once a month they have a dinner and the farmers come in and mingle with the merchants and they get acquainted that way, and the association never forgets that the farmer is a member.

The other day they wanted to remove a row of hitching posts from in front of their beautiful courthouse yard. They asked the farmers' advice about it and the farmers advised that the posts be moved, and agreed that farmers would cheerfully hunt for other places to hitch their teams when they came in.

They are all working together like a lot of brothers and the Ottawa merchants are having a better trade this year than they have ever had heretofore, because the farmers are making Ottawa their town. They're being given a chance to help

boost. They're showing their appreciation of it. and the mail order business in Franklin County, according to the best posible figures obtainable. has had a decrease of fifty per cent.

They call it the "Ottawa Idea," and Lafe Jones, who not only thought of it but afterward had the energy and impulse to put it in motion, is being invited by many towns over the state to come and see if he can work the same wizardry elsewhere that he worked in Ottawa. He hasn't time to go, but he didn't patent his idea. Anyone can use it.

The "Ottawa Idea" is bound to grow. It fits all towns and all conditions. It is solving in Ottawa the mail order business. It is solving the good roads problem. It is solving the unfortunate strained relation that has existed for many years between the town and the country—that relation which lacks cordiality and a full realization of the perfectly natural fact that what's good for the farmers is good for the merchants.

The Best Book for the Ad-Man

FREQUENTLY we are asked by students of advertising as to what is the best book of reference they can secure to assist them in their studies, and to these our invariable reply is, "Get the best dictionary you can buy." Without doubt, the dictionary is the best single book published for the student of advertising, and for the experienced advertising man as well. One never outgrows the use of the dictionary for every day there comes up some word to be looked up. It may seem a bit paradoxical, but the more an advertising man knows, the more use he has for a dictionary.

This is apropos of the announcement of the issue of a new edition by the G. & C. Merriam Co. of Springfield, Mass., of a new and greatly improved edition of the genuine Webster's New International Dictionary. It is a wonderful book, containing 2,700 pages and defining nearly half a million words and phrases. It would be impossible in this brief space to enumerate all the many desirable features of this wonderful volume, but it is perhaps enough to say that it is by far the best dictionary this firm of publishers has ever produced. More than this, it would be impossible to say in praise of any dictionary.

MERCHANTS' ASSOCIATIONS in various parts of the country are taking a lively interest in the good roads movement, and in a few places much improvement has been accomplished in the condition of highways. Every merchant who depends to any extent upon the trade of the farmer will find that good roads mean good business. There has been much improvement in roads during the past few years, but there is still much room for betterment.

A Correction

IN THE APRIL ISSUE of this journal we reproduced one of the windows of the store of McCreery & Co., of Philadelphia, and in the description the impression was given that the full credit for this remarkably attractive display was due Mr. M. Kosai, a Japanese artist. This was erroneous as the windows were designed by Mr. C. A. Vosburg, who has charge of the windows of this store. Mr. Vosburg originated the entire Japanese scheme of decoration used in these windows, and Mr. Kosai was employed by him to paint in the backgrounds which he did in highly artistic style. Mr. Vosburg has recently created some remarkably fine effects in the McCreery windows, and his work has shown a versatility that is unusual.

T. G. DUEY who, for a number of years has handled the window display for Macpherson & Edward in Springfield, Ill., in a highly commendable manner, has resigned that position to take charge of the displays of the Wurzburg Dry Goods Co. of Grand Rapids, Mich. The windows of the Wurzburg store are of the most modern type, being handsomely finished in mahogany. Mr. Duey has been the winner of many prizes for window dressing, and his work has frequently been reproduced in this journal.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.
J. KINLOCH BROWN, Boston, Mass.
JOHN STIFF, Dallas, Tex.
C. O. JOHNSTONE, Minneapolis, Minn.
W. L. BLAYNEY, San Francisco, Cal.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



ONE OF MR. McCARTNEY'S WINDOWS IN THE ADAM STYLE.

Windows of Joseph Horne Co.

THE WINDOW DECORATIONS of the store of Joseph Horne Co., in Pittsburgh, rank in every way among the very best in the United States, which means the entire world. This store caters to the best trade in Pittsburgh and the line of merchandise carried is the best. No expense is spared to show the handsome merchandise in the windows to the best advantage. The show windows themselves are as nearly perfect as windows can be built. They are large and deep and the fittings are of a quiet richness that is characteristic of this store.

Mr. E. M. McCartney who has charge of the windows of this store is a true window artist. He is a master of period decoration and has remarkably good taste in the matter of design. One of the commonest faults of the window dresser is a tendency to overdo things. This is not the case with Mr. McCartney. His settings are always "just right" and it would be a difficult matter to add to or take away from any of his designs without impairing its beauty. Another feature that is characteristic with his displays is that the settings are calculated to enhance the beauty of the merchandise rather than t



THESE DECORATIONS WERE ALL IN BLACK AND WHITE.



THIS WAS THE CENTRAL WINDOW.

draw attention to the decorations. An excellent example of this is shown in the three pictures that are reproduced here.

These were three adjoining windows that were installed this spring. They were carried out in the Adam style to the smallest detail. The window shown in the smaller picture was in the middle and all three were connected by means of French windows that were left standing open so that a person on the sidewalk might see through one window into the next one. With the exception of the flowers used, the color scheme of the decorations throughout was cream and black. The floors were covered with a black carpet and the walls had a covering of cream and black damask which produced a remarkably rich effect. The ornamentation of the wood work also was in black. The millinery stands and what few pieces of furniture were used were also in the Adam style having been made for this occasion. In each of these windows was suspended an ornamental glass chandelier. Various kinds of spring flowers were used in jardinieres and boxes all of which were placed upon the floor in a manner to avoid any possible suggestion of stiffness.

It will be noted that, although two of these windows are quite large, only three figures are shown in each of them. This is in line with a policy of Joseph Horne Co. that has been followed for some time. In their formal windows but little merchandise is shown. This practice has been adopted in recent years by many of our leading stores catering to a high class trade. In former times windows were considerably crowded on the principle that the more gowns there were shown the more people would be likely to be interested. High class stores such as Horne's now take the stand that it is better to show fewer gowns and show them right.

An Effective Window Sign

A WINDOW SIGN of remarkable effectiveness has just been introduced in Chicago. It is a talking electric sign sufficiently small to be used in the show window without occupying enough space to interfere in any way with the display. As an indication of the effectiveness of the sign it may be stated that when it was first placed in the window of a haberdasher on Dearborn street it attracted such crowds that traffic was stopped and the police department found it necessary to order the sign shut off. Later, the makers of the sign were able to show that, although it attracted large crowds, it did not come within the city ordinance which prohibits window shows. The talking window sign was therefore allowed to be turned on again and continues to draw big crowds.

This sign is made up of small units about three inches square, which represents the size of the letters, which appear and disappear automatically. An ingenious flasher controls the mechanism that makes the changes. The sign can be arranged to spell any desired message. This is done by a very simple arrangement that corresponds in a manner with the way a printer sets type. All of this can easily be done in a few minutes by an office boy. When the various words have been "set up" the sign is connected with any lamp socket and turned on. It then proceeds to work and spells out in electric light the various words. The manner in which the words flash on and off seems to have a fascination for most people, and they will unconsciously wait for what is coming next.

After the thirty-two changes have been made they are automatically repeated, and this continues until the sign is turned off. There is an automatic cut-off that acts like a time switch, and this may be set so the sign will stop at any time indicated. Small electric signs with fixed or movable letters of various kinds have been growing in popularity for show window use lately, but the "talking" sign naturally is vastly superior to the others when it comes to attracing attention. There can be no doubt that this new sign will be in great demand by retail stores generally. It is the "something new" that everyone is always looking for.



Plate No. 9015—A Special Display by B. A. Smyser for Sto ne-Fisher Co., Tacoma, Wash.

This display was put in on the occasion of Tacoma's Third Annual Rose Show. It was awarded a silver loving cup as first prize for the best window display made at this time. In the middle of the window was a large basin filled with water and surrounded by ferns and roses. The fountain was in the form of a boy holding aloft a boot from which the water sprinkled. Two women's summer dresses and several outfits for children were shown on forms. The background was a painted scene which was blended into a mass of natural foliage.



Plate No. 9016—A Neat Display by Clarence E. Duff for J. Katzenstein, Marietta, O.

Here is shown a pleasing setting for a small window. The window has a permanent background of hard wood and in front of this was placed an architectural piece of simple design finished in white stucco effect. The French flower basket was filled with lavender, wisteria and lilies. Ferns were also used. On the high handle of the basket was made a fancy bow of white ribbon with streamers falling to the floor. The floral unit at the right was trimmed in a similar manner. But one gown was shown in this window and with it were hats, gloves, parasol, etc., all in perfect color harmony. The card was lettered in gold. This was one of a series of similar displays.



Plates No. 9017-18-19—Three Displays by Chas. C. Richmond for Kline's, Cincinnati, O.

These pictures illustrate admirably how the narrow store can secure a big display space through the proper designing of an arcade front. Ordinarily a store of this width would have one fair sized or two small windows, but Kline's have had their front so laid out that they have two unusually large windows and a vestibule case that is almost as large as the average window. The case is shown with the bridal display in the larger picture. The backgrounds of the two large windows have been handled in an original manner being a combination of scenic paintings, foliage and a little light frame work. The paintings were done by Mr. Richmond.



Plate No. 9020—A Summer Display by Herbert Daniels for F. R. Mac Millan, Saskatoon, Sask.

This picture shows two of a series of windows that were treated similarly. Rustic decorations made of light pieces of rough wood were placed in front of the permanent background of hardwood, and were decorated with delicately colored flowers and foliage. The purpose of the decorator was to create an outdoor effect and that was accomplished admirably. All of the little details were handled with skill and good taste.

SELLING MORE YARD GOODS

HOW GOOD DRAPES MADE WITH NEW PATTERNS OVER FULL FORMS WILL HELP BUSINESS IN THE DRESS GOODS SECTION—EXAMPLE OF AN EASILY MADE DRAPE

C. J. Nowak

A QUESTION that is being agitated by the largest dry goods journals throughout the country, and one in which the merchant is vitally interested, is in the question, "How to sell more yard goods." Many points of store mechanics as to plans and store layouts and mental points of efficiency in merchandising and salesmanship enter in proportion to their importance in dealing with this question.

Now let us look at the points of importance that enter every successful spring and fall opening of "Ready to Wear," and we find that styles and fashions are the pillars around which the advertising man and display managers stage their fashion shows with living models and interior and window displays with other features that call greatest stress on the "new in styles."

Let us now look back to the yard goods question. The window dresser who will pursue the idea of "style and fashion" in his display of yard goods will be just as successful, as the ready-to-wear question and "full form draping" is the key to this perplexing condition that has existed for the past few years.

A well-planned campaign, starting with the show windows in which three or four full forms are shown and a display of full forms in the yard goods department and other important sections of the store, this, coupled with judicious advertising, should start this weak business section back to its normal beat. As an example, a merchant in Jersey City has a piece of yard goods on his shelf over two seasons; his son, who was the window dresser, draped a full form with this sticker; the result was that there was a demand instantly for this particular piece of goods. It was all sold and enough unfilled orders for three or four times the quantity on hand.

If this is possible for goods of this character, how much more successful would full form draping be with the new goods in the newest styles, month by month as brought out by the patterns carried in the store. The window dresser need go no further than this for his ideas, and by so doing he links his yard goods, pattern department, trimmings and accessories in the strongest possible combination. The time is now at hand when every display manager owes it to himself to be able to do high-grade form draping, portraying faithfully the style tendencies, and every merchant is justified in demanding this requirement. The road of least resistance has been followed too long, is one answer why the dress goods department has gone back instead of forward.

The accompanying drape illustrates a style featured by one of the leading pattern companies, and the material is inexpensive lawn with a soft finish which is best for this class of work. Two seven lengths of material are recommended, as this gives us four ends to start with.

Illustration No. 1 shows the method of starting the skirt, the raw end being placed at the base and



FIGURE 1.



FIGURE 2.



FIGURE 3.



FIGURE 4.



FIGURE 5.



FIGURE 6.

the material brought up to the waist line and turned under on an angle. The opposite selvage is then raised, which forms an end. This end is passed around the waist line to the left. Next cover the right and rear side of the skirt, and with the balance of the material form the tunic, as shown in illustration No. 2.

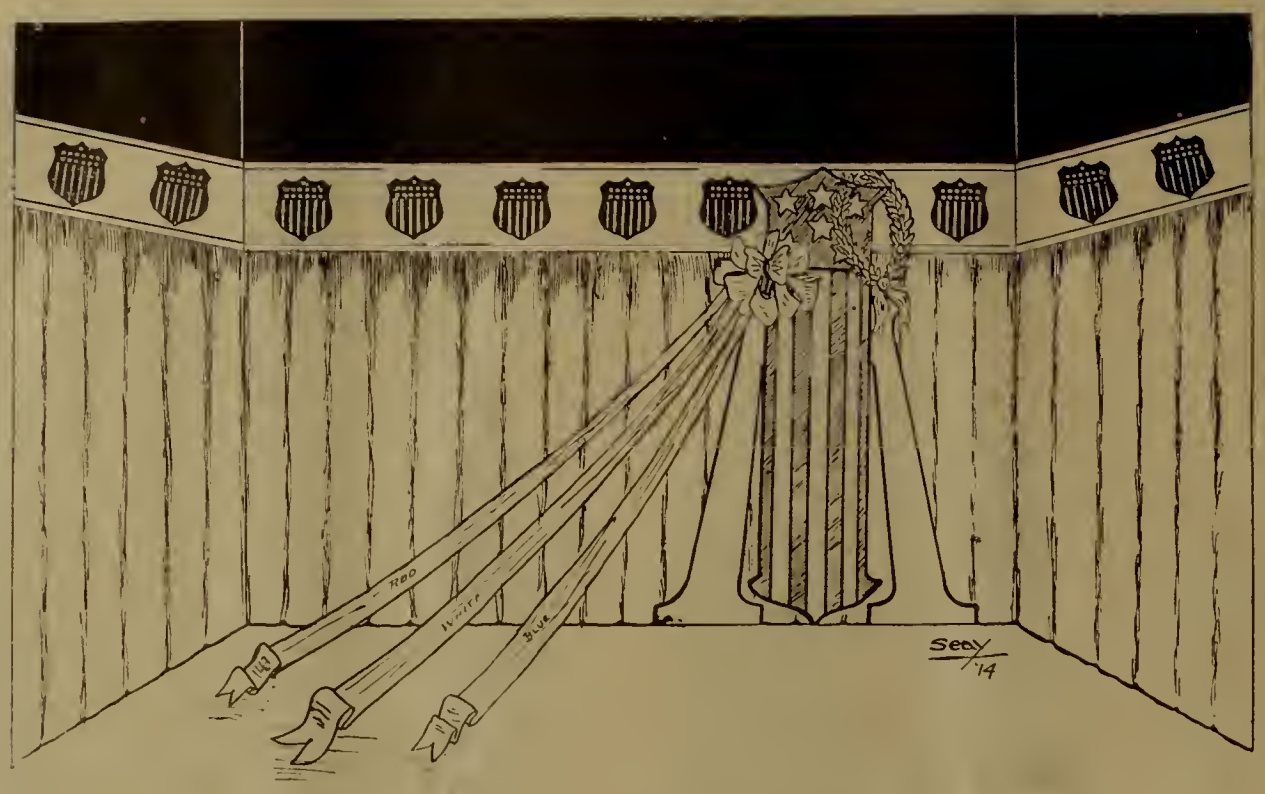
Now fasten three-fourths length cardboard sleeves to the form and pass both ends of our second piece of material through the back of the form, through the openings in the shoulder and through the cardboard sleeves. Open up the material passing through the sleeves; turn back the raw end and place over shoulder, as shown in illustration No. 4.

Next arrange the material around the waist line and around the rear of the sleeve. See steps shown in illustration No. 5. Illustration No. 6 shows the completed drape with lace, which is draped under the tunic on the skirt, collars, cuffs and a graceful bow and girdle.



Plate No. 9021—Display of Summer Clothing for Boys by Marshall Field & Co., Chicago.

This display is typical of the manner in which this class of merchandise is shown by this store. It is as simple as possible. Several boats from the toy department and a pair of tennis bats and balls were used to give the showing a little tone. This is a very good type of selling display.



A SIMPLE SETTING FOR THE FOURTH OF JULY.

A Patriotic Display

THE FOURTH OF JULY is just around the corner and in a week or two the window dresser will be putting in a special display of some sort for this occasion. The red, white and blue present great possibilities in the way of decorative effect, and the clever decorator will never be at a loss for ways in which to work up the National colors into pleasing effects. The accompanying sketch by Mr. Seay shows an idea that can be handled in an attractive way.

This window is to be done throughout in red, white and blue. Around the top of the ends and background is a frieze made of composition board painted white. Along this at intervals are placed shields cut out of composition board and painted in the colors of the flag. These shields may be in the customary shape, as shown in the drawing, or they may be made like any of the other shapes suggested by Mr. Seay in the smaller sketch. Naturally the colors should be made as bright as possible.

The chief decorative feature is a tall shield in a sort of frame-work placed against the background. This also is made of composition board. Over one corner of the big shield is hung a wreath of greer leaves. On the opposite side is placed a large bow of red, white and blue ribbons, having long streamers descending to the floor and well toward the front of the window. If this design is worked out carefully it will make a satisfactory setting for merchandise of almost any kind. The ornamental details shown in the smaller sketch are intended to suggest bits of patriotic ornamentatoin that may be used in the window or outside the store.

There are some merchants who do not decorate for the Fourth of July, as they do not consider it worth while. In this idea we believe them to be wrong. The decorations may be made as simple and as inexpensive as he may choose, but there should be some recognition of the National holiday. It is really remarkable how much even a little group of silk flags will brighten up an otherwise dull



window, and the colors will harmonize with any kind of merchandise. Even if only a few flags are used, put the National colors in the window a few days before the Fourth. But if a little special effort is used, some excellent effects may be had at comparatively little expense.



A NEW TYPE OF VESTIBULE DISPLAY CASE.

A New Vestibule Case

WITH THE COMING of the recessed store front, which has become so remarkably popular during the past few years, the vestibule show case has come into much more general use. The demand for such cases is increasing at a great rate, and many merchants who at first would not use them, now state that the vestibule case is practically a necessity for the display of specialties. Fronts are now designed to allow for the vestibule case.

In the accompanying picture is shown a new design for a vestibule case that is different from anything in this line that has been produced heretofore. This case is made about 58 inches high and is from 22 to 24 inches square—it is just low enough so that a person of average height can easily look over the top of it and see the entire window display. In general appearance it is unusually attractive. There is no wooden frame and the door is all plate glass, hinged from the side, which also is all plate glass. The construction of the base which may be seen in the picture is a departure from the general style followed in outside cases, and produces a pleasing effect.

While this may be considered a small case, it is sufficiently large to answer its purpose perfectly. In it can be shown special lines that may be on sale and such displays will receive far more notice than if they were made in the windows. There are many merchants who, because of lack of space, cannot use a large vestibule case, and who will find in this one just what they require. The cost of such a case would prove an excellent investment that would quickly pay for itself in the additional sales it would make.



Plate No. 9022—A Base Ball Display by H. W. Goeller, Columbus, O.

Now that the season is in full blast most youngsters and many of their elders will find a good deal of interest in a window like the one above. The arrangement is excellent and the few flowers and ferns add a finishing touch that is pleasing to the eye.

SHORT LENGHTS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF.

Women's New Silk Dresses at $15.00. Of taffeta, charmeuse, crepe de chine and figured crepe, in favored colors and black. Beautiful models, with the new loose, becoming blouses, and skirts that are frilled and ruffled to a nicety, some caught up in the new bustle effect, all trimmed with lace, net and chiffon, and with sashes and girdles in the new arrangements.

Misses' Dresses, $12.75 *to* $65.00. Scores of models, all charming, whether simply made with a bodice of crepe or net, a flounce and skirt of silk, or more elaborate with the full hip draperies, bouffant and bustle effects. There are Dresses for street, afternoon and evening wear, made of serges, plain and flowered crepe, taffeta, charmeuse, chiffons and various materials combined, in the pretiest of spring colorings. Sizes 14 to 18 years.

The Most Attractive House and Porch Dresses In Brooklyn. Look at these beautiful Dresses, their carfeul making, the fine materials used in them, and then the extremely low price marked. It is difficult for the average woman who calculates the cost of the materials and making to imagine how it can be done. Dressmakers have applied the savings of large productions and efficient management to their manufacture. The detailed story we will tell you later on, but here are the Dresses:

Women's Fashionable Dresses. It is surprising how much style and good taste one can get here in inexpensive Dresses —whether it's a simple little Wash Dress that does duty on the street or for wear at home, or is meant for afternoon wear. The newest of summer weaves and fabrics are included, and so are the most popular colors, besides navy blue, black and white. Every Dress is attractively trimmed, principally with dainty laces, embroidery and ribbon. A bird's-eye view.

Women's Coats in Black and Blue Here in a Great Variety of Weaves. Many prefer them for practical reasons, and have been provided in the greatest variety here. The materials are serge, diagonal, light-weight cheviot, granite cloth, eponge and gabardine, the models unusually attractive. Lengths range from just below the hips to the knees, in back, and are usually shorter in front. The collars and often the long revers are silk-trimmed, and the linings are principally self-color pau de cygne—$10.00 to $22.50.

Women's Suits at $20.00, *Unrivaled Value at the Price.* An unusually attractive collection of the newest and smartest fancy and semi-tailored models at this popular price. Coats in all the favored lengths and correct lines. One very clever tailored model features the new yoke and sleeve effects; buttons of self-material, applied as trimming down centre of back, and outlining the new English sleeve; made of fine serge, in navy and black. Also Suits of handsome crepe and numerous other favored spring suitings; all the popular colors, also navy and black—$20.00.

Even Motorists Who "Take No Dust" Have Use for Dust Coats. No matter what your horsepower you will have to "take somebody's dust," especially on the country roads. And dust coats are as necessary as they ever were. New Spring and Summer Coats are in. Most of them are designed to keep the user clean, rather than provide warmth, but many are heavy enough for cool nights. Linen, cotton, mohair and poplin are the favorite materials, and prices start at $1 and go to $30—the last for a light-weight robe of rubberized material.

Women's New Suits and Dresses. Such a wonderful lot of them! So many different kinds and styles that one delights in wandering over the Second Floor, in and out, between this rack and that, just waiting to sight that particular garment, in a certain favored style, that's sure to come to light somewhere in this great collection.

Women's Coats, $10 *to* $25.00. Excellent variety within the price-range that nine out of ten women set for themselves. There are Coats of blue and black serge, diagonal, poplin, gabardine, granite cloth and wool bengaline, in a score or more styles, even the lowest-priced lined throughout with soft silk. The lengths vary from just below the hips nearly to the knees, and there are attractive finishing touches of silk on the collar and long revers.

The Kimono One Slips Into After a Busy Day comes in more and prettier styles this Spring than ever before. For in-between seasons, the mountains or seashore, there are any number of attractive kiminos of challis from $5.50 to $10.50, and of albatross from $3 to $20. For warmer days come dainty, cool lawns at only $1 and $1.50, and prettily flowered silks at $4.50 to $8.50.

See These Smart Skirts for Women. Women are busily choosing from panniers and tiers, ripples, ruffles and flounces, and some prefer the straight skirt with a simple bit of drapery and just a button or two for trimming. Many are of soft crepes and poplins, others of serge and corded materials, chiefly in black and blue; and checks, large and small, in clear black-and-white and in the darker colorings are much in evidence. Prices, $5.00 to $7.50.

Frilly New Petticoats to Go With New Suits. Madame always needs a new skirt with her Spring suit! There is a rain-bow assortment of the skirts in the Petticoat Shop, and plenty of styles. *At* $5 *each* are messaline skirts with messaline flounces; jersey silk tops with messaline flounces; or all silk jersey with jersey silk flounces. Plenty in extra sizes. *At* $3.85 *each* are accordion pleated chiffon petticoats in pink or white, delicate and lovely.

New Tub Silk Dresses That Speak of Summer. Imagine a cool Summer dress made of that new English tub silk which comes in such delightful shades of pale blue, silver gray and biscuit, striped with other tones. It has the new long tunic almost to the foot of the skirt, and a suede belt a foot wide with tiny pockets in it. The price of this dress is $25, and it is only one of the new Summer frocks which are coming in by scores and hundreds daily, prices ranging from $16.50 to $50.

Bead Necklaces to Match Hat or Costume. Bead Necklaces give such a charming touch of completeness to the attire, when the color is matched, that their remarkable popularity is not to be wondered at. We believe we have the largest assortment in the city, of amber, coraline, jet, glass, wood and of composition made from natural flowers. In all styles, all colors and in almost all color combinations. Prices 25c to $10.00. Also Ribbon-and-Bead Necklaces—50c to $1.00.

Some of the Pretty New Imported Handbags Are as Little as $3. They have all the distinctive touches that mark them of foreign make and they come in the prettiest colored silks and black moire silks with Pekin satin stripes or checks. Others are in black velvet. Some at $5 have watches set in the side and a few have the inner frames that are so convenient. Mostly in the gathered pouch form and the new long pear shape.

$1.50 *House Dresses at* 85c. A lot of six hundred and thirty House Dresses which are among the best values we have had in many a day. One-piece style, of striped gingham, and a few of percale in the lot; trimmed chiefly with plain-color chambray bands. All fresh from the manufacturer's hands. Sizes 34 to 44, the medium sizes principally samples—85c.

New Parasols Come in All the Shades of Blue from delicate sky blue to deep navy—and you will find Nattier, Copenhagen, electric, Labrador and King's blue here too. Shapes are as varied as the colorings—cherry blossom and many novel effects as well as the favorite regulation styles. The showing is a very, very pretty one just now. Plain or fancy sticks, rich and beautiful silks, many but one of a kind —$2 to $15 each.

Trimmed Hats, $5, $6 *and* $8.00. Another special rush of new Hats from our work-rooms, featuring the new Flat Hat and the Sailor, with the new shiny ribbons and pert little wings and the fashionable little bunches of variegated flowers. No dallying here—as soon as something good is on the market, we have it. Several hundred milliners are busy from morn till night, keeping our salons supplied with new things and working out new ideas as fast as we can advance them. Hats for all types and tastes, in this collection at $5, $6 and $8.

Vacation Courses

GIVE YOU A CHANCE

TO MAKE GOOD

It's more than a chance.

It's a certainty.

It's *your* opportunity to rise to one of the several better paying positions in the store to trained men who can produce results.

You don't want to remain a clerk all your life—you *must* have more knowledge if you are to succeed.

We have spent many years in building up the most efficient merchandising school in the world and all you need do is to take up one or more of our merchandising courses, either attend the school in person or take up the extension courses by mail.

Use this Coupon



OPPORTUNITY COUPON

The Koester School
215 S. Market St., Chicago

Please send me full information on

☐ Vacation Classes
☐ Extension Classes

Yours truly

Name _____

Town _____

State _____

If you can't get away to attend classes take up our Extension Courses that teach you by mail and permit you to study at the school any time afterwards at no extra charge

EXTENSION COURSES

ADVERTISING

This is the most practical, the most thorough and the most comprehensive course of study in retail advertising that has yet been devised.

It contains the vital facts and principles of advertising that every publicity manager and every advertising writer needs to know in his every-day work. It eliminates all of the mystery so often attached to the term advertising. It presents the subject in such a clear, concise, forceful way that no one of ordinary intelligence can fail to understand the practical working of retail advertising. It tells how to write copy that sells merchandise.

It will mean more profit to the store and a larger salary to the advertising manager.

Written by the best informed retail advertising men of this country.

Divided in three parts. You can take one, two or all the divisions of study.

CARD WRITING

An absolutely new method of teaching that has been perfecting for the past ten years.

Through our many years of teaching by personal instruction in the Koester School, we have been enabled to analyze methods so that now we have absolutely the best and most systematic course of extension mail study on this subject that you can get.

This course includes all necessary supplies and like all our other Extension Mail Courses, entitles you to attend the residence classes at the school at any time without extra charge.

Every window trimmer should know all about card writing, and it is also an advantage to an advertising man to know about lettering. This course can be taken at any time without interfering with your regular work.

WINDOW TRIMMING is the only study that we do not teach by mail. This study is taught only by personal instruction at the school itself and is the most complete course of instruction on this subject procurable. Our method of draping is now in common use in the best stores in America. Our principles of display make it possible to put goods in show windows so that these displays are the most resultful advertising that is done by the store. Over 3,000 young men have graduated from our Window Trimming classes alone and each one is a living advertisement for our school.

We can furnish you the names of our graduates in your vicinity that you can call on or write and find out how great a help our school has been.

We have a book of over 100 pages showing the work of our graduates that we will gladly send you. It makes a valuable book for your library.

We call it "The Koester School Year Book." Write for it.

If you can't attend the school take up our Extension Mail Courses and be sure to write for our Catalogue of Books

USE THE COUPON

THE KOESTER SCHOOL

Market and Quincy Streets **Chicago, Ill.**

International Association of Window Trimmers

OFFICERS

President, CLAUDE J. POTTER, St. Louis, Mo.

First Vice-President, A. W. LINDBLOM, Minneapolis, Minn.
Second Vice-President, E. G. REDMOND, Kalamazoo, Mich.
Third Vice-President, T. W. WANAMAKER, Galesburg, Ill.
Treasurer, JOHN GRANNEL, Evansville, Ind.
Secretary and Manager Employment Bureau, P. W. HUNSICKER, Grand Rapids, Mich.

BOARD OF DIRECTORS

Chairman, E. D. PIERCE, Rochester, N. Y.

G. W. HUBBARD, Battle Creek, Mich.
E. J. BERG, Milwaukee, Wis.

The President says:

"All local clubs that have not applied for charters in the I. A. W. T. should do so as soon as possible and get their membership cards.

"Individual efforts can not achieve as much as co-operation, therefore if you are really interested in advancing our profession you will use your influence in getting your local club to join hands with the main body.

"There is a big work to do at our next convention and we want every serious minded man there to help do it.

"We have a splendid foundation on which to build a wonderful organization. Now let us consider the serious and substantial elements and come to the convention prepared to do a constructive work. It is worth while."

CLAUDE J. POTTER,
President,
International Association of Window Trimmers,
1627 Washington Ave., St. Louis, Mo.



Established 1908
SMEBY BROS
T.C.S.W.D.
TWIN CITY SCHOOL of WINDOW DRESSING
MINNEAPOLIS - MINN



A Vacation Course

of Two, Three or Four Weeks

in the most efficient institution of its kind in the world, under the wonderfully productive and only successful method of individual instruction by the Smeby Bros. is an absolute assurance to success in the window trimming world.

Our Service Wins

For the graduate

Our basis of operation for six years has been our motto. "The Success of our School has been made by the Success of Our Students."

By our practical training, and our personal assistance in securing for each student high salaried positions, our graduates are enabled to reach the foremost ranks of the professional window trimmer. We cannot emphasize individual instruction too strongly. It is a conservative statement to say, that we are the only school operating under this system, and common sense will convince you that it is the only successful method for the student.

Our Equipment Is the Best

Complete stocks of merchandise and fixtures are carried to allow each student to make complete displays in any line of men's or women's wear.

You May Choose Any Course of Instruction

Our Men's Wear instruction will qualify you for the highest class store in the land. Our Draping Course, including all lines of Women's Wear; is so modern and thorough as to allow our students to successfully compete with the highest class of draping in the country.

Back-grounds, Store Fronts, Lighting System, Fixtures and Window Arrangement, all included in our instruction. In short, we make of you an expert, capable of originality and executive ability.

Our Card Writing Course Is Most Thorough. Our Students become better Card Writers than some (so called) instructors.

WE GUARANTEE SATISFACTION
WRITE FOR CATALOG AND GENERAL INFORMATION

SMEBY BROTHERS

TWIN CITY SCHOOL OF WINDOW DRESSING
MINNEAPOLIS MINNESOTA

The Program

of

The Chicago Convention, August 3-4-5-6, 1914

The program of the coming convention of the I. A. W. T will be the best in the history of the Association.

There have been mighty good programs in the past and many eminent decorators have demonstrated their methods before the meetings, but this one will overshadow anything that has been attempted in the past.

The men who will appear before the convention next August are all decorators of National reputation. They will make this meeting the greatest educational event that has ever taken place in the window dressing world. There will be four days of solid instruction by the most expert decorators in the country.

Everything shown will be right up to the minute and many ideas will be presented that have never before been given to the public. The whole field of window dressing will be covered fully.

Not a stone has been left unturned by the Program Committee to make this meeting a record breaker in every way. In addition to a wonderful educational program, a round of entertainment has been provided for that will keep the visitor's time filled from his arrival until his departure.

All of the arrangements are now practically complete and the full program will be announced in the July issue. Watch for the official announcement in the July number of the official organ, and in the meantime make your plans to be with us in August. If you have to travel thousands of miles, you will be repaid many times over. No live decorator can afford to miss this meeting.

THE PROGRAM COMMITTEE



A GROUP SHOWING SOME OF THE MEMBERS OF THE GREATER NEW YORK DISPLAY MANAGERS AND WINDOW TRIMMERS ASSOCIATION AT THEIR MAY MEETING.

To the Members of the I. A. of W. T.

You will be interested to know that the local association idea is still growing. Since my last report Spokane, Wash., Memphis, Tenn., and Indianapolis, Ind., have reported organizations. Don't that sound good to you? Are you starting something in your city? If you have not done so already, get something doing before the convention meets on August 3.

It will not be long before the Convention meets. And I wish to call your attention to the prize list, as approved by the Board of Directors. We found universal satisfaction in the prize list last year. There are a few slight changes suggested by the Board of Directors and the President, which have been incorporated. The whole list should interest you. Bring along your photographs, and enter them in the contest this year.

Start an association and get the members to enter the contests. We have added an extra cup this year for local associations to compete for. Oh, but it will be interesting. It will be a magnificent solid silver cup, and one you will be proud to carry home to your city to show the merchants at home that their decorators are among the best. Think of carrying home a $200.00 prize cup. It will be great. Read over the rules and the list of prizes. If there are any questions you wish to ask write me at once.

Who can enter the contest? Every Window Trimmer who is a member of the I. A. of W. T. or who will join now before the convention meets. Yes you can win more than one prize. If your entries are the best. The same person may win 1st and 2d prize in a class if his work is entitled to it. Every win counts a certain number of points on the Grand Prize. This Grand Prize went to the far west last year. Will it go there again? It's up to you.

There is one change made in the rules, in regard to the matter entered in the contests. It will all become the property of the International Association to be used for educational matter. And after it has been loaned to the trade journals for publication, we will pass the originals around to the different locals. So *please remember* and get duplicates of all your photographs, that you wish to keep for yourself.

You will find the prize list published elsewhere in this issue, read it over carefully. If your particular line has not been specified, enter it in Class 12. But remember you must be a member in GOOD STANDING before the contest clerk will accept your entry. Are your dues paid up? If you are not a member send to any of the officers and get an application blank. I have plenty of them. Write me at once.

Very truly yours,
P. W. HUNSICKER,
Secy. I. A. of W. T.

Rules for Prize Contests

Rule 1. All members in good standing attending the convention are eligible to enter photographs, drawings or cards in contests.

Rule 2. There shall be a committee on awards consisting of six persons, who shall act as judges, to be appointed by the President from persons attending the convention.

Rule 3. There shall be a contest clerk appointed, who shall receive and take charge of all matter entered in contest.

Rule 4. All competing matter must be work that has been executed between the 16th and 17th annual conventions of the I. A. of W. T.

Rule 5. All awards to be made by comparison.



Training Makes Men *Equal*

Every Man Can Succeed In Some Line of Work

Success is not a prize to be won by a favored few—it is a divine *right* that *every* man should enjoy. And gaining success is simply a matter of training those talents that *every* normal man possesses—but that so *few* know how to use.

The successful men of today trained their *brains*—they developed their *natural ability*. The *unsuccessful* men plugged away at whatever they *happened* to find, all unaware of the talents they possessed that *might* have enabled them to succeed in another line of work.

You have natural ability for *some* line of work. Find out what this natural ability is—and then train yourself along that line.

For twenty-two years the International Correspondence Schools have been training men for better jobs by helping them to develop their natural ability. They can do the same for *you*, right in your *own home*, during your *spare time*.

Just mark and mail the attached coupon and the I.C.S. will lay the proof before you. Without any obligation on your part they will show you how they can train you for a successful career in the line of work you like best.

Mark the Coupon NOW

International Correspondence Schools
Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Stenography	____Civil Service Exams.
____Banking	____Chemistry
____Commercial English	____Automobile Running
____English Branches	____Agriculture

Name_____

Street and No._____

City_____ State_____

WE TEACH Retail Advertising, Window Trimming, Show Card Writing, Salesmanship

In order to acquaint you with our school and methods of instruction, we will mail you *free* our new fifty cent book, entitled

TEN DISPLAY MANAGERS TELL



With this free book we will also include our complete list of over one hundred fifty business books, especially suitable for the retail store's library A postal request will bring both.

Economist Training School 231-243 W. 39th St., New York City

VACATION COURSES

Come to the Big Market for a Mercantile Training

During the month of June the Dry Goods Economist will hold its Fall Fashion show of imported garments and novelties from Paris.

Our students have the full advantage of this important style event as our instructors originate new drapes from these models over the new draping forms, and, our ad experts show you how to make your ads ring with style knowledge.

Arrangements should be made at once to enroll in our various vacation courses as our methods of personal instruction allow for only a limited amount of students in each class.

Other important studies to be given during the month of June are the retouching of wax figures; how to make new interchangeable backgrounds and plateau fixtures, advanced show card writing ideas and air brush work. Many new lectures are delivered especially for advanced students.

Classes form every Monday during June.

Send 10c for the following

1 E. T. S. stencil prepared especially for us on new stencil paper, worth regularly 20c.

1 complete sample copy of the Dry Goods Economist, containing monthly Window Display and Store Equipment section.

1 copy of the E. T. S. book written by ten big retail men, entitled, "10 Display Managers Tell How to Sell It."

2 copies of the monthly E. T. S. letter to graduates containing a number of practical suggestions and drawings.

Also a number of interesting, illustrated circulars explaining the value of our

1914 POST GRADUATE AND VACATION COURSES IN ADVERTISING, WINDOW TRIMMING, SHOW CARD WRITING AND SALESMANSHIP

The Short Route to Efficiency in



Show Card Writing

Our new single stroke course is the most practical and original method that has ever been offered to the ambitious man who desires to increase his earning power.

This revised course is under the personal supervision of Mr. J. G. Bissell, the well known authority on colors, brushes and card writing. Our methods will enable the student to earn money from the start. Send for specimens and complete information.

Economist Training School,

231-235-239-243 West 39th Street, New York City

Rule 6. Show cards, price tickets, etc., must be work that has actually been used in windows or interior displays by the trimmer or assistant, and not the work of a professional card writer or sign painter.

Rule 7. The judges in these contests reserve the right to reconsider their verdict should the occasion warrant such action.

Rule 8. The same photograph or show card may be entered in several classes. Slips will be provided, to be attached, to show in which class it has been entered.

Rule 9. All signs of recognition on matter entered in any contest must be erased or covered over, and Nom-de-plume and number of class only shall be written on matter entered in this contest.

Rule 10. The name of contestant shall be placed in sealed envelope, with the Nom-de-plume written on the outside and given to the contest clerk.

Rule 11. Photos and show cards must be in the hands of the contest clerk before 12 o'clock noon on the second day of the convention.

Rule 12. All matter entered in contest shall become the property of the I. A. of W. T. to be used for educational purposes.

Prizes for the 17th Annual Convention

Class 1. For the best window display of Women's Ready to Wear.

Class 2. For the best window display of Men's or Boy's Clothing.

Class 3. For the best window display of Millinery.

Class 4. For the best window display of Men's or Boy's Hats or Caps.

Class 5. For the best window display of Furnishing Goods.

Class 6. For the best window display of Underwear, Hosiery or both.

Class 7. For the best window display of Shoes.

Class 8. For the best window display of Notions.

Class 9. For the best window display of Hardware or House Furnishings.

Class 10. For the best window display of Drugs, Patent Medicines, etc.

Class 11. For the best window display of Furniture Rugs or Draperies.

Class 12. For the best window display of Merchandise not specified.

Class 13. For the best Drape used in a window or interior display.

Class 14. For the best effect produced in a show window with artificial flowers.

Class 15. For the best interior decoration of a store, public building or both.

Class 16. For the best exterior decoration of a store or public building.

Class 17. For the best decorated float or automobile.

Class 18. For the best sketch of a counter, table, ledge or post trim.

Class 19. For the best and most original background. Either photograph or drawing may be submitted).

Class 20. For the best water color, offering suggestion for a window display. (Any line of Merchandise).

Class 21. For the best water color or drawing, offering a suggestion for a float.

Originality, execution and general effect to be considered in judging above classes.

The winners of First Prize in each of the above classes will receive a Silver Medal, and ten points on the Grand Prize.

The winners of Second Prize in each of the above classes will receive a Bronze Medal and five points on the Grand Prize.

Class 22. For the best collection of ten window displays. (Any photograph entered in other classes may be reentered in this class to make up the collection of ten).

Originality, execution and general effect to be considered.

First Prize, a beautiful loving cup, and forty points on the Grand Prize.

FELT THE NATIONAL WINDOW TRIMMING MATERIAL

"American" Felt is the indispensable window trimming material because it is best for so many different purposes—backgrounds, cutouts, floor covering, designs of every kind, etc. Give your imagination play with "American" Felt. It is 6 feet wide and comes in a hundred colors. Be sure it is "American" Felt—beautiful finish, exquisite coloring and best quality.

American Felt Company

TRADE MARK

BOSTON NEW YORK CHICAGO



AN ORIGINAL FELT BACKGROUND

The background proper in the above window is covered with white felt on which is appliqued the design cut from yellow felt. The large upright panel is covered with gray felt. In the center is pasted a circle of yellow felt and on this is mounted the girl's head, cut from a theatrical poster or fashion plate. The garland is of white flowers with yellow centers tied with a yellow ribbon. The box pedestal is covered with gray felt and the floor of the window with either gray or white felt. The color scheme can be changed to suit different seasons.

Second Prize, silver medal and twenty points on the Grand Prize.

Third Prize, bronze medal and ten points on the Grand Prize.

Class 23. For the best five, brush lettered cards. Two quarter sheets; Three half sheets. Any color, or any style of lettering may be used; all designs, decoration and lettering to be done with a brush made of hair. Style, execution and color harmony to be considered.

Class 24. For the best five pen lettered cards. Two quarter sheet, and three half sheets. Any color; any style of pen may be used. Boarders or decorations, if used, must have been made with a pen. Style and execution only to be considered.

First prizes in classes 23 and 24 to be silver medals and Ten points on the Grand Prize. Second prizes to be bronze medals and five points on the Grand Prize.

Class 25. For the best ten show cards. Any size, shape, color, material, style of lettering or decoration. Variety, color harmony, style and execution to be considered.

First Prize, a beautiful loving cup, and Twenty points on the Grand Prize. Second Prize, silver medal, and Ten points on the Grand Prize.

GRAND PRIZE. A beautiful silver loving cup to be awarded to the contestant winning the greatest number of points in this contest.

Capital Grand Prize. A magnificent solid silver loving cup, to be awarded to the local association, affiliated with the Interational Association, whose members win the greatest number of points in this contest. Cup to remain the permanent property of the local association winning it any three times. The name of the association only, and the year, to be engraved upon the cup. The local association to become responsible for the safety of the cup and its return to the next annual convention.

N. Y. DECORATORS MEET.

THE DISPLAY MANAGERS' CLUB HOLDS AN ENJOYABLE OUTING ON STATEN ISLAND—NO BUSINESS TRANSACTED AND THE DAY GIVEN OVER TO ENJOYMENT—MR. FRANKENTHAL SPEAKS

THE Display Managers' Club members and their wives had a fine day's outing May 10 at "Talmeny," near Silver Lake, Staten Island, this place being a discovery of President Herman Frankenthal, of the Display Managers' Club, last year, pleasing so many that this "return trip" resulted. Most of the members brought their wives with them, and a few came in their automobiles. They all sat down to dinner at 2 o'clock, and after the menu listened to an address of welcome from President Frankenthal abounding in witty sallies at the members. There was no business meeting, or other speeches, and all hands were out for a good time. Mr. Frankenthal said:

"Ladies and gentlemen: Being the exalted president of this most exalted company of window dressers, allow me to address you. I sincerely hope that after having heard me there will be no redress. I would also have brought along the famous actress, Miss Dresser, but being a most moral married man, I thought better of this and

brought my wife along. Does not the Bible say 'Every man shall take a wife?' But you must be careful whose wife you take.

"Casting my presidential eye over this gathering, there I see the great Wendel, whose personal acquaintance with the Chicago gunmen still leaves him a little in undress. When the robbers—with this I mean no Wall street brokers—held him up and asked for his money or his life, he bravely faced the enemy and said, 'Take my life; I like my money better.'

"Here is, further, the honorable founder of the club, the champion orator of the United States, Central and South America, Jersey City, and Hoboken (called Bar Harbor). Being a Philadelphian, the city of brotherly love, he wants in his all-embracing sympathy, every American window dresser to belong to his child—the Display Managers' Club; and as there are bad and wicked men even among window dressers, our friend Koerber's luxuriant growth of hair rises in wrathful indignation at the thought that there are men bold enough not to join the club.

"Here on this *tisch* sits friend Tischman, an illustrious, not vice, trust president, but vice-president of our club. What could McCreery do without him? He is also a lover of 'Art' and owns a pianola and a graphophone, and as divided pain is half a pain, he *in* and *per*-sists in inviting all the window dressers very often into his domicile, to let them indulge in divine music of Caruso, Tetrazzini, and the latest tangos. A very industrious man, our Tischman. He likes to work all day and all night.

"Here also graces our festive board Mr. Allert, not the pride of the kitchen, which is a flour, but using another flowery metaphor of speech, the Pride of Macy's. We revere him so much that he looks like a reverend who prays for our sinful ways and exhorts all saints to make the club larger.

"A man may have an auto and though go to the dogs; this is Mr. Berg. He is a funny fellow. The smell of *Krapfen* is obnoxious to him, and in onder to get this dainty out of the world he annihilates them by eating them all up. He who gets Berg into full board for $5.00 per week will get quickly *mechulle*.

The ubiquitous—not Wandering Jew—but Irish Dutchman Kelly—has no home, he of migratory habits is every and each night in another city. No wonder that you always hear the question, 'Has anybody here seen Kelly?'

"Baer is bare of hair but he has plenty on his teeth. He does not like 14th street as he used to and would rather move to 5th Avenue. He is a peculiar man and not a Bear, though he was born with bare feet.

"Munn—why not the effervescent name of Munn? He is broad in his views but narrow in his figure which in noways detracts from his value.

"Birds are of migratory habits and hard to catch. There are all kinds of Birds but only one Wanamaker Bird and we got him into our net and we are glad of it.

"Somebody with insane ideas spread the news that your President is a millionaire. Wrong—he is only half a one and cannot—like Bird—fly to Egypt. And if your President wants to see obelisks and other steins he has to walk to Central Park or go to a German saloon, where they have foaming steins.

"Spear—another of Macy's stars—a lawyer can't do any better when he has the floor. I bet if he had to handle the Becker case, in spite of Whitman, he would get him out.

"Larsen and Manee are the youngest, the babies of the Club and they shall hear from me the next time.

"A sign of the poor times and consequent lack of flesh is Mr. Richter—in English 'Judge.' Don't you judge him too hard because he and his better-half drank some steins of beer in Eckstein's brewery. His off-day is Monday. Then he is at home and plays billiards or pool with his wife. So take the cue and leave him alone on Monday.

"Cronin, with the Irish name is also a great Orangeman, living in Orange, New Jersey. He is rather more in the real estate than in the window dressing business, as he wants everybody to live in the famous state that gave us Wilson (not the famous whiskey) but our President.

"Trewhella—the best man would go for us through Hella. He is not alone a self-made but a ready-made man. We ought to send him for a treatment to Carlsbad, as he is getting terribly fat, which sad fact is apt to spoil his good looks.

"The comparative of the English word 'pretty', in German *hubsch*, is Hibscher, and he is one of us. Being a newly married man, it has to be duly recorded that he never shows up as before; perhaps he sings the beautiful ditty: 'My wife won't let me.' Or perhaps, as a good American, he favors Home Industries.

"And now, friends, one more word in conclusion. We all might be called Dressers; but who are really the best dressers? Why, of course, our Ladies, God bless them, our Ladies. And our festive gathering would be nothing without the fair sex, which so handsomely graces our board. Let us drink two toasts. First to our Ladies, and second to our Association.

"Here's to our wives and sweethearts.

"Here's to our Association; may it flourish at all times."



This illustrates a **"Cal-co-craft"** background.

"Cal-co-craft" is a reproduction of the real grain of wood on paper. It is not a printed imitation, but is taken from the actual wood itself, done by a new secret process.

"Cal-co-craft" gives all the appearance of a heavy wood background, but can be installed for a fraction of the cost of wood.

"Cal-co-craft" comes 36" wide, in seven different shades—all at one low price.

Write at once for large sample book C, containing complete assortment

Cott-a-lap Company

Somerville, New Jersey

Chicago, Ill. **Walkerville, Ontario, Can.**

See Our Exhibit at the Chicago Convention in August.



This free booklet "BEAVER BOARD for Window Trim" is full of practical suggestions for the window trimmer. A new edition is ready. Write for it today.

Palmenberg NEW YORK

The Vari Set Latest Combination Fixture

There Are Only Nine Parts, but they make up the greatest little set of drapery and display stands you ever used.

Simple, Practical, Economical

Write for Explanatory Circular

J. R. PALMENBERG'S SONS

Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place

For Our Advertisers

A Fine Fixture Catalogue

The new book on display fixtures that has just been issued by the Oscar Onken Co., of Cincinnati, deserves to be called a "Treatise on Modern Window Display" rather than a catalogue. This book has 224 large pages which show hundreds of new and practical ideas for displaying merchandise of all kinds. Most fixture catalogues illustrate only the bare fixtures and the trimmer is presumed to understand how to make use of them. The Onken catalogue, however, shows the fixture in one picture and in a companion engraving is shown how it should



be trimmed. The arrangements shown are the work of some of the cleverest window dressers in the business, and they would be a credit to any store. Some of the arrangements are simple units and others are complete displays that would fill an ordinary window. All of the proper accessories have been shown and no detail has been omitted that would be likely to help the window dresser. Even the most expert window dresser can get new ideas from this book and to the beginner it will prove a gold mine of workable suggestions. It is worth sending for and well worth preserving.

The Oscar Onken Co., specializes on wooden display fixtures of a practically endless variety. These fixtures are all designed along lines that combine beauty, strength and utility. Many of them are offered in complete sets for specified lines of merchandise, and these sets are priced at surprisingly low figures. The merchant or trimmer who has not seen this book should send for it at once.

Elite Cards

From whom can be obtained the best make of finished cards for sign work? In this line of manufacture, as in many others, there is a disposition on the part of some manufacturers to sacrifice quality in their products in order to make sales at any price. Of course, the result to buyers and consumers in purchasing such goods is always the same—unsatisfactory.

Therefore, in order that we might be able to direct buyers correctly, we have gone into this matter thoroughly and our old readers know that such action on our part always brings forth—reliable information and we direct all interested concerns to address Hurlock Bros. Company, Philadelphia, Pa., for their needs in cardboard.

This reliable firm is the manufacturer of well known mat, mounting, sign cardboards, including their latest production of elite cards, and all their products are guaranteed to be just as represented by the firm or else the purchaser's money will be refunded. The most diligent inquiry on our part failed to find a single buyer of their goods who has ever found it necessary for such á refund.

Hurlock Bros. Company do not conduct their business on the basis of securing patronage today and losing it tomorrow. They are in business for the purpose of making it permanent and successful and to this aim they manufacture goods of quality, adding to the actual cost of production an honest figure of profit which is, of course, only good business. We learn that this firm has the latest improved machinery for making boards—a splendid organization of skilled labor—use only the highest grade of materials and in every way possible endeavor to make their products worthy of confidence and patronage. Their fast growing and increased business among the widely extended trade they cater to is in itself a direct proof that elite cards, etc., are of the best in the market. We have no hesitancy in advising our interested readers to write this reliable firm for samples of their goods.

From Foreign Lands

The Harrisburg Wax Figure Renovating Co., of Harrisburg, Pa., report that their business during the past month was more than trebled over the corresponding month of 1913. That this concern is placing a satisfactory article on the market is shown by the large volume of their business which is constantly increasing.

Among the many orders received recently, two came from Italy and one was received from South Africa. The order received from South Africa contained an advertisement clipped from the MERCHANTS RECORD AND SHOW WINDOW, with a British money order enclosed. Where cleaning or retouching wax figures is concerned, the merchant or window dresser would do well to get in touch with this progressive concern.

Information About Parades

Now is the time for floral parades and every window trimmer will be interested in a new publication that has recently been issued by L. Baumann & Co., of Chicago, covering this subject. It contains a number of interesting photographic reproductions of decorated automobiles and floats and in connection is given some very practical instruction as to how this class of work is done. The excellent illustrations, combined with the practical suggestions as to how the work is carried out make this circular of real assistance to the decorator who does not fully understand the details of this class of work. From present indications, there will be an unprecedented number of parades held during the present summer so it will be worth while for every window dresser to write for a copy on this excellent circular which will be mailed free upon request.

A Valuable Catalogue

One of the most valuable additions the Show Card Writer can make to his library is the catalog issued by The Card Writers Supply Co., Galesburg, Illinois, for in it he can see at a glance every need fully illustrated for the up-to-date card writer. The book is 48 pages, over 150 illustrations including the reproduction of 18 pen alphatbets of the most modern type. One of the best numbers illustrated in this big new book is a complete line of the celebrated "MASTER-STROKE" BRUSHES designed by a show card writer of 15 years' experience in the Best Retail establishments in the United States. It will pay you to send a 2c stamp requesting this new book to Desk M, The Card Writers Supply Co., Galesburg, Ill.





One of my many models

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

PARIS 1900, Silver Medal
SAINT LOUIS 1904, Gold Medal
LIEGE 1905, Diploma of Honor
MILAN 1906, Grand Prix
LONDON 1908, Grand Prix
BRUSSELS 1910, Grand Prix
BUENOS AYRES 1910, Hors Concours
TORINO 1911, Grand Prix
GHENT 1913, Grand Prix

The success of my wax figures being in the finish and perfection which distinguish them from others, do not accept coarse imitations copied from my original models.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

Plan Your Spring Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only $1.00 Postpaid

Book Dept.

The Merchants Record Company

431 SO. DEARBORN ST. CHICAGO

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



MY CATALOG contains a complete list of everything the sign and show-card writer needs

THE D. S. of L. BLUE HANDLE BRAND BRUSHES for every purpose are listed and illustrated—your favorite brush is there. We have a large showing of French made brushes. There are no better brushes made. Each one is a work of art.

SAVE MONEY ON YOUR SUPPLIES

You not only buy better supplies from us but you will save money. Hundreds of stores doing their own show-card work use "Strong's" Supplies. The best card-writers and sign men are big users. You need our catalog as a guide to safe and economical buying of lettering tools and materials. Write today for

"STRONG'S" SUPPLY CATALOG

Address, Supply Dept.,

DETROIT SCHOOL OF LETTERING

CHAS. J. STRONG, Founder

DETROIT **Est. 1899** **MICHIGAN**

GROWTH OF THE FIXTURE BUSINESS

AN INTERESTING REMINISCENCE OF THE ESTABLISHING OF THE BUSINESS IN THE EARLY SIXTIES—ITS GROWTH AND IDEALS—WITH A WORD OF GREETING TO OLD FRIENDS

Edward Leger

The growth and development of the fixture business runs parallel with the ehange in the method of retailing merchandise, from keeping goods in boxes on the shelves or under the counters, only to be shown as called for, to the bazaar or display method of selling now so generally pursued.

In the early '60s, wideawake merchants first began to use appliances for displaying goods and in this way attracting trade. Credit must be given to retail clothing merchants for the first step in this direetion. In consequence of the demand, which started at that time, I established this business in the year 1864 in New York City on Grand street near Broadway. Naturally, the demand at that time was limited and was prineipally for fixtures, largely clothing forms of wire and brass construction.

The opening of the Union Pacific Railroad to the coast in 1866 started the great development of the West, and the historic advice of Horace Greeley of "Young man, go West," probably imbued thousands with the spirit to take that step. In 1866 I shipped my tools and equipment by way of the Isthmus of Panama to San Francisco, traveling there by rail, and looking over Chicago two or three days while en route. Had I not forwarded my equipment, as mentioned, I would then have located in the great middle west, as I at that time realized that Chicago would beeome the central manufaeturing and distributing point of this country.

However, I continued on to San Francisco and established the business there on Fourth street near Market. Here I developed a larger and more complete line of fixtures. Three or four men constituted my working force and when sales did not keep them going we would take these forms around and show them to the merehants, explaining their use and securing orders in this way. The trade from the city, Saeramento and Oakland, as well as from the surrounding territory, constituted my business.

I could not get Chicago and the middle west out of my mind, as I realized that a large and more eomplete line of equipment for displaying merchandise would be required and that an establishment for supplying sueh merchandise should be as centrally located as possible. In the year 1869 I returned to Chieago and loeated at 50 State street, near Lake. At that time, Marshall Field, Farwell and Griswold of the old time merehants, were laying the foundations of their future suecess. I soon acquired the reputation of manufacturing "the best at reasonable price"—a policy and reputatron I am glad to say the firm has ever sinee maintained.

The Chicago fire eleaned us all out in 1871. As soon as the ashes were eooled I secured a location at the corner of Wabash avenue and Jackson street, underneath Hyman's jewelry store. It was a common sight in those days to see the Leger forms erowding the sidewalk in front of the jewelry store. During the few suceeeding years it was a question of who could run the fastest to deliver the goods, as stores sprang up like mushrooms throughout the eity. Field's orders came in in lots of 50 and 100, and it was work night and day to satisfy the demand.

One day Marshall Field himself came into the place and asked me to go with him in his earriage to a building he owned at the corner of State and Madison streets, the present location of Mandel Brothers' store. At that time $50.00 a month was the limit I eould afford to pay for rent and he let me have the spaee required at that figure, although it was but one-half its value. He proved a loyal friend and supporter. For years he watched my progress and I soon was able to pay him the going rate of rentals at that time. I had all his trade for years, and it is a source of great pleasure to me that after forty years his successors in the wonderful business, of which he laid the foundation at that time, are still buying store equipment of this company. That loeation soon became too valuable for manufacturing purposes and I purchased the four-story building at 126 Franklin street, which I still own and where I eontinued the business for many years.

In 1900, as I felt that I was entitled to be relieved of the eare and responsibility of active business, I sold my business to Mr. A. D. Curtis, who continued it at that location until 1907. Every year since its establishment this business has shown eonstant growth. Mr. Curtis added many new departments to the business, and the volume soon necessitated moving to larger quarters, and the present large reinforeed concrete factory 1119-1127 W. Jackson boulevard, was erected by him for the housing of the business.

While no longer finaneially interested in same, I naturally take as much pride in its progress and success as if I were still active. At present, living in Troy, N. Y., I frequently visit Chieago, and am very much pleased to find not only many of the old employees who worked under my supervision years ago still with the company, but that most of my old friends and eustomers (or their sons or suceessors) as regular customers of the eompany. To all of these I extend greetings and salutations.

Another source of satisfaction to me is the reputation I established and maintained for goods of the best quality at reasonable prices, with fair treatment, has been left to business men with the same ideals. Looking back over my long career I am more than ever impressed with the fact that the responsible and leading business houses of today are those who have maintained eonsistently this principle of a square deal to all.

Judging of the future by the past and venturing to forecast, I think I am safe in predicting that the Curtis-Leger Fixture Company will develop display fixtures and forms and store equipment of various kinds in keeping with the requirements of the progressive merchants for generations to come. Display fixtures were formerly a speeialty proposition, but are beeoming more or less standardized by two or three of the leading concerns in this line. I prediet more and more the standardization of display fixtures and the consequent elimination of the smaller irresponsible fixture manufaeturers who are not capable of meeting the progressive merchants' requirements from the standpoint of variety, quality and priee."

Cal-Co-Craft

Since hard woods have come into such general use in the finishing of the best show windows and fixtures there have been several attempts to find a substitute for the expensive woods that are generally used. It appears that at last an unusually good substitute has been found. It is manufactured by the Cott-a-lap Company of Somerville, N. J., and is ealled Cal-Co-Craft. Cal-Co-Craft is a remarkably faithful reproduction of aetual wood on paper. It is made in a number of oak finishes as well as in mahogany and for the practical purposes of window display these finishes are all as effeetive as the real wood would be. In faet, at the distance from whieh a window background is seen by the publie it is impossible to tell the difference between real wood and Cal-Co-Craft. This accurate reproduction is due to the process by whieh this material is made. It is not a printed imitation from an artifieial design but is reprodueed from the actual grain of the wood which has been specially seleeted for this purpose. In this way an extremely realistic grain is secured and it has praetieally no repeats.

Cal-Co-Craft is made in 36 inch widths and comes in rolls much like wall paper. It is also as easily applied as wall paper with the exeeption that it is much tougher in texture and therefore much more satisfaetory to handle, especially by the amateur. In window decoration there is no limit to the uses to whieh this attraetive material may be put. It has been employed with beautiful results in making solid backgrounds and with equal suceess in eovering pedestals and other fixtures. By using a few strips of real wood to make a panel effeet it can be worked up in many ways that will give a most realistie imitation of fine eabinet work. It is suggested that window dressers who are not familiar with this desirable material should write for a sample whieh will convinee them of its wonderful possibilities in window work.

MR. DECORATOR MERCHANT

You'll Need Backgrounds for Special Displays

Write for Folder Today

In the Daily Studio True Artists are studying your demands and rounding out these beautiful paintings. The prices are low. ***Write*** for scenic folder and prices. Special 10% discount during June and July on Summer, and Fall and Winter Paintings. All orders to be shipped on completion.



This will give you an idea of Daily's artistic backgrounds

Summer

demands unusual displays — scenic backgrounds make them possible. By using Daily's backgrounds, you'll draw many people into your store, resulting in increased sales.

BERT L. DAILY

Where You Buy Celebrated "Perfect Stroke" Brushes and Supplies

Dayton, O.

KADY

SUSPENDERS

are sturdy, comfortable and practical. Kady quality goes into every pair made. Only the highest grade of flexible webbing is used. Every seam and fastening is carefully reinforced to stand long continued wear.



The Double Crown Roller

a patented feature, automatically shifts the webbing with the wearer's every movement, preventing binding on the shoulders or the slighest hampering of free action.

Kady suspenders attract new customers wherever they are shown. They are worthy of the careful consideration of every dealer who keeps in touch with the wants of discriminating men.

Retail at 50c and 75c

Prices to dealers $4.00 and $4.25 dozen.

Valuable selling helps are furnished free to the trade.

THE OHIO SUSPENDER CO.
Mansfield, O.

Makers of all kinds of suspenders, belts and garters

Winter Fixtures

The Standard of Quality and Style



Unequaled in designing and building all kinds of store furniture, show cases, etc. Combining practical arrangement with quality of material, workmanship and finish.

Winter Company

Manufacturers

Sheboygan Wisconsin

Representatives at All Principal Centers
Catalog 14H sent upon request

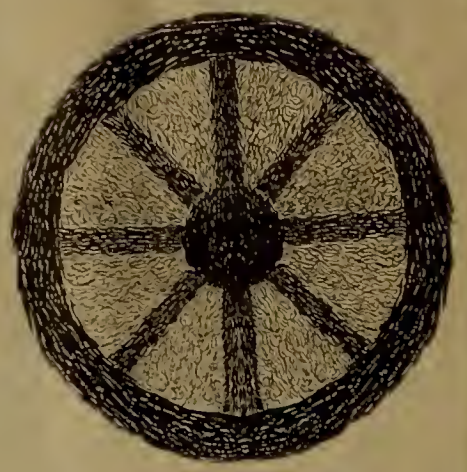
Baumann's Floral Parades

We have accumulated photographs showing hundreds of examples of high-class decorated automobiles, the materials used all having come from our factory.

These half-tones and drawings illustrate our new catalogue on the subject of the decoration of automobiles, floats, and booths.

This book has been out scarcely a month, but we are sending out hundreds every day, as the result of written requests from all parts of the country.

Send For Your Free Copy Today—Before The Supply Is Exhausted



No. 1



No. 2

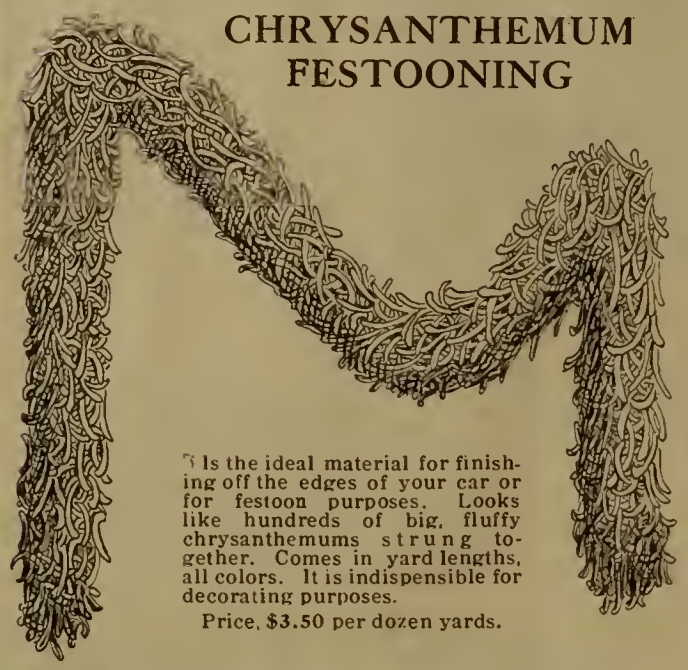


No. 3

Nos. 1, 2 and 3 shows three new style wheels for an automobile. They come 32 inches in diameter and can be made up in any color scheme such as red and white, pink ond white, lavender and white. etc. Be sure and mention what color color combination you want. Price each, $1.50.

In plain white and other solid colors, price each, $1.00.

CHRYSANTHEMUM FESTOONING



Is the ideal material for finishing off the edges of your car or for festoon purposes. Looks like hundreds of big, fluffy chrysanthemums strung together. Comes in yard lengths, all colors. It is indispensible for decorating purposes.

Price, $3.50 per dozen yards.

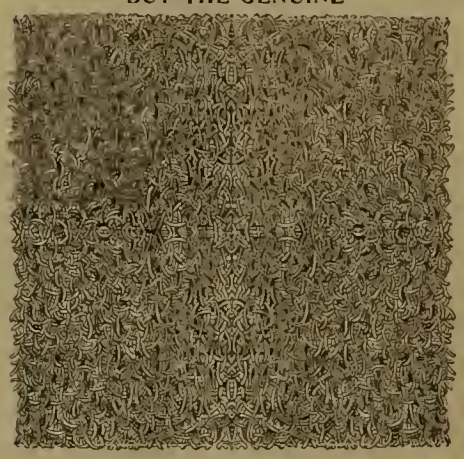


Wistaria Blossom.

Made of tissue paper, solid colors or shaded. Makes a very beautiful decoration for your auto or float.

Price, 50c a dozen, $5.00 a gross.

BUY THE GENUINE



Chrysanthemum Background.

Makes a beautiful covering for your car or float. Looks like a solid mass of chrysanthemums. Comes in all colors. One yard square. Easy to apply,

$1.00 per square yard.

Write for particulars.



TISSUE PAPER FESTOONING.

Tissue paper festooning can be twisted around most anything. It comes any color, there are thirty feet to a roll, 10c a roll.

Read Carefully the Following:

The illustrations in this book are from photographs taken of some of the finest examples of automobile decoration. The trimmer is shown just how to get any desired effect for cars of all makes and sizes. Then, too, prices are given for materials necessary for various complete decorations, all of which are vividly illustrated.

In this book are also illustrated many suitable flowers and other ideas that make ideal decoratives for automobiles, floats and booths. We specialize in all of these materials.

A great deal of thought, time and money have been combined to make Baumann's Floral Parade Book of the greatest value to every merchant and decorator. On this page are shown just a very few items from our new book.

It is Free for the asking.

Get The Best—Send Today—Do It Now

L. Baumann & Co., Largest Importers and Manufacturers **Chicago, U. S. A.,** 357-359 West Chicago Ave.



Live Merchants—All Lines of Business

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipment to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering, and finishing your old fixtures, making them look new, and for numerous other purposes.

YOUR WINDOWS are the MOST VALUABLE ADVERTISING SPACE—Take advantage of it, and insist your trimmers and card writers use the PAASCHE AIR BRUSH to make your displays the most attractive. It's a most profitable investment.

THE BEST ARE NONE TOO GOOD

Our catalog will interest you. Write now.

PAASCHE AIR BRUSH CO., MFRS.
5 SOUTH CLINTON ST., CHICAGO, U. S. A.

"VALANCES AND SHADES"
An Attractive Show Window Sells Goods



A shirred shade, in good taste and style, will give to a store a cozy, clothed appearance that will attract.

We are specialists in the manufacture of shirred shades, valances, panels, window shades, upholstered cushions and other artistic treatments for store or home.

Send for samples, prices or designs.

THEO. H. MASTEN CO.,
34 East 9th Street NEW YORK CITY

KAWNEER STORE FRONTS

are universally used in large and small buildings—in large cities and small towns. There are now **30,000 Kawneer Store Fronts in use.**

Send for "Boosting Business No. 14."

Kawneer
STORE FRONTS

KAWNEER MFG. CO., NILES, MICHIGAN



Mr. Show Card Writer Don't Forget Your Next Brushes

INSIST ON Blicks MASTER-STROKE BRUSHES

Send 2c stamp for our big new 48-page free catalog. Every card and sign writer should have this big New Book, containing 18 free alphabets. Address desk M.

THE CARD WRITERS SUPPLY CO.
GALESBURG, ILLINOIS 23

THE ATTRACTASCOPE



A combined mechanical and optical window attraction used as a live background for your window displays. The device is small and does not crowd out your merchandise but

It Makes Your Window Shout for Trade

by describing and illustrating the nature and special merits of your goods with from 12-72 changes of copy and pictures. By special arrangements we supply semi-weekly changes of news pictures illustrating current national events.

The machine is motorless and trouble proof, can be used in bright daylight, and by detaching projector from the box it makes an excellent sidewalk projector.

AGENTS WANTED

ATTRACTSCOPE MFG. CO., 33 Wooster St., New York

COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering



Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. **Practical Lettering Outfit** consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00. **Practical Compendium of Commercial Pen Lettering and Designs**, new and enlarged. 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, $1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT D, PONTIAC, MICHIGAN, U. S. A.

The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of $3.50
All Charges Prepaid

The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

Special Prices Floral Parades Special Prices

Any practical decorator will find it an easy matter to make extra money during the dull summer months if he will go into parade decorating as a side line. He will find it an easy matter to secure the co-operation of merchants, automobile dealers and others in promoting Flower Parades of autos or floats. Such a parade will prove a fine advertisement and a trade bringer for any city and it will furnish the decorator a lot of easy work that is paid for at a high price.

Get up a parade for your city and we will be glad to help you.

You can also pick up extra money by doing special work for restaurants, hotels, cafes, etc. Write us about this special work and we will give you some excellent pointers.

We Are Headquarters for Decorations for Flower Parades

We have a splendid line of paper flowers and decorative specialties for trimming automobiles, floats and other vehicles. These are specially made for parade work and will be found to be the best designs, the best colors and the best values in this class of goods on the market.

Our well-known reputation for the best goods at the lowest prices stands behind these inexpensive parade goods the same as it does behind our famous high grade flowers. The Botanical guarantee of satisfaction goes with every thing we sell.

No matter what you want for parade decorating, we can save you money.



Made in Chrysanthemum or any flower effects
Any shade desired

This is the celebrated Botanical Floral Sheeting, the best ever produced for decorating floats or automobiles. Inexpensive, easy to apply and produces a fine effect. Mounted on heavy tarlatan, any color. Per square yard.....**$0.75**

Write for our large 82 page Floral Parade Book, which explains how to organize Floral Parades, also gives a thorough description of the different Cars, Booths and Floats decorated with our artificial flowers. Will be given free with any order of $5.00. This book contains very valuable information.

—— Note These Very Special Prices ——

All of the following are large and perfect in every respect—fully guaranteed. The stems of flowers are made short which reduces the price and is just as good for parade work.

	Dozen	Gross
American Beauty Rose, large flowers finely colored, with foliage, any color	$0.40	$4.00
American Beauty Rose, crepe paper, regular size, any color, short stem	.40	4.00
Apple Blossoms, in bunches, 5 flowers and 2 leaves to bunch	.65	7.00
Carnations, fine flowers and good foliage, any color	.12½	1.00
Chrysanthemums, regular size, perfect in form and color, any shade, without foliage	.25	2.50
Chrysanthemums, with foliage, extra large	.35	3.50
Special Long Stem Chrysanthemums		2.85
Easter Lilies, regular size, white, with foliage	.35	3.00
Festooning, tissue paper, white, red, green and red, white and blue, comes in rolls of 30 feet, per dozen rolls	1.50	
Fleur-de-Lis, regular size in lavender tints, without foliage	.40	4.00
Horse Plumes, tissue paper, large and effective, any color	1.00	

	Dozen	Gross
Lilacs, large flowers and good foliage	$0.40	$4.00
Orchids, regular size with foliage, any color	.40	4.00
Pampas Plumes, for horses or decorating, best imported, natural color	1.00	
Pampas Plumes, assorted colors, red, green, yellow, white or blue	1.25	
Poinsettias, regular size, any color	.40	4.00
Popples, regular size, any color, short stem	.35	3.00
Roses, short stems, without foliage, regular size, any color, per gr.	$2.50	
Snow Balls, regular size flower and foliage, white and yellow, with foliage	.35	3.00
Without foliage	.25	2.50
Water Lilies, perfectly colored flowers and good foliage, white and green	1.35	15.00
Wistaria (Japanese), tinted, with three sprays of foliage to each flower, regular size, per gr., sprays complete	$8.00	

ALL FLOWERS WITH LEAVES, STEM 12 TO 18 INCHES LONG, 35c EXTRA BY THE GROSS

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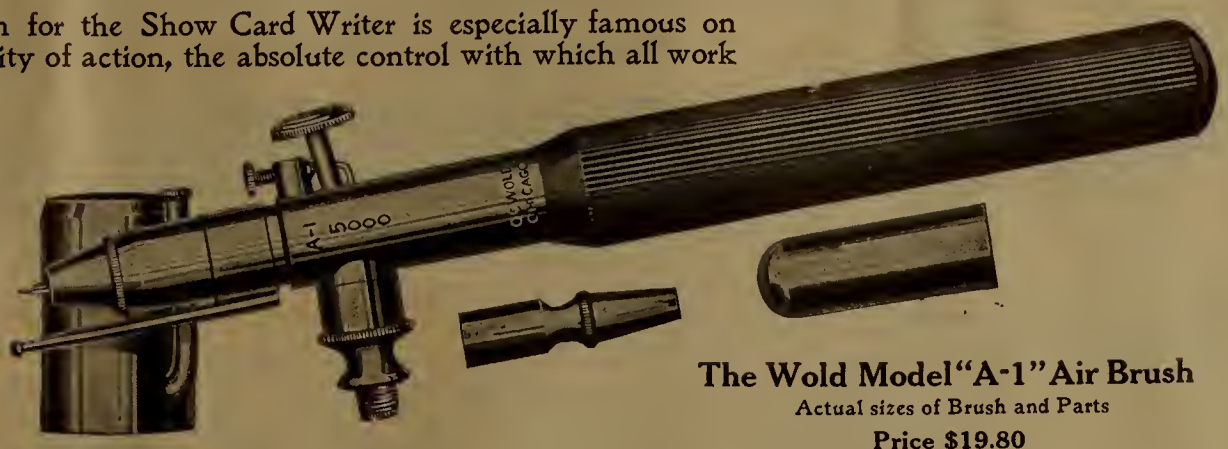
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WITH THE "BOSS'S" COMMENTS ON YOUR WINDOW DISPLAY?



If not, insist on having **Barlow Fixtures and Forms,** the kind which show goods in such a way as to MAKE SALES.

Remember the selling value of a trim is the only feature which really interests your employer.

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Monthly Magazine

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The Retail Merchant's Standby;
It is missed when time expires.

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THE ADVERTISING WORLD
COLUMBUS, OHIO

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A series of elementary lessons for the **beginner** in card writing. The charts contain practical instructions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in **six colors and bronze,** together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of **$1.50.**

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Woven for window and interior decorations

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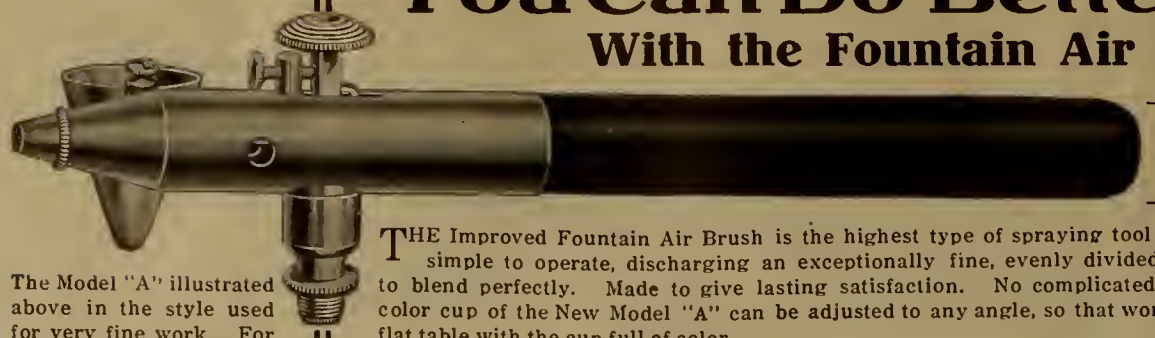
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Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

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You Can Do Better Work
With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

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One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

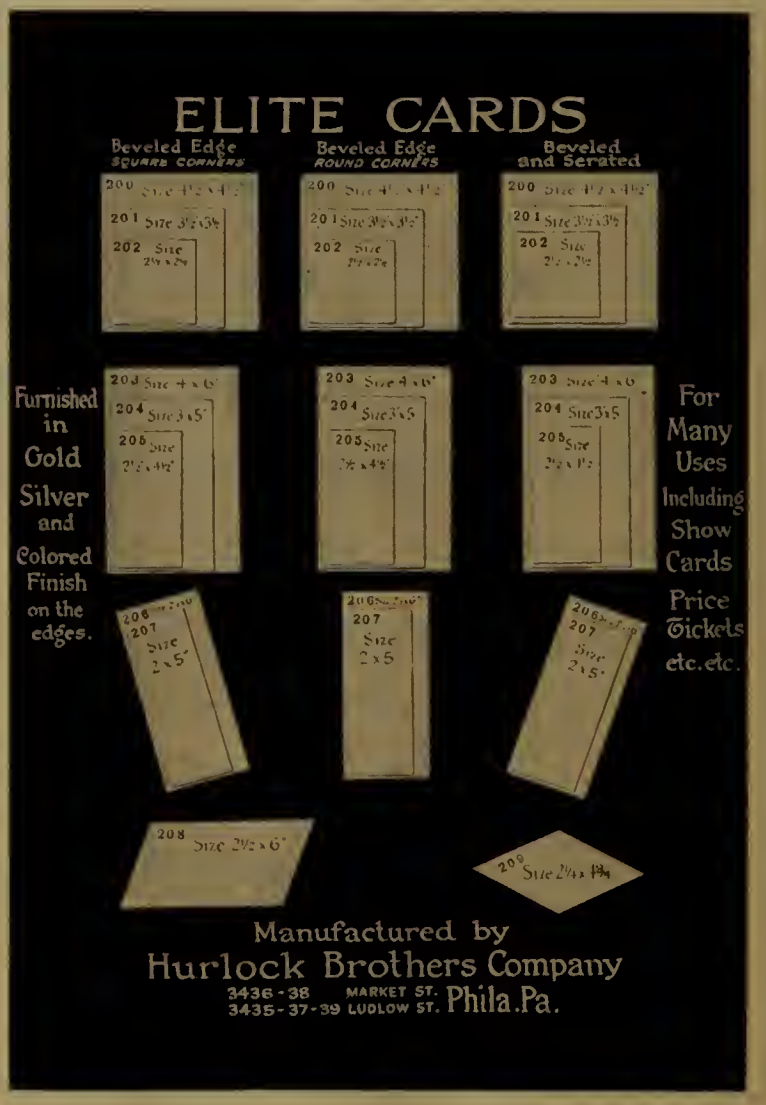
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Send for 1914 Folder showing full line at a glance.

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POSITION WANTED—By experienced window trimmer and cardwriter. Have had four years' experience; can furnish best of reference. Will send samples of work on request. Only first-class men's wear need answer. Give full particulars in first letter. Address Box 233, care Merchants Record and Show Window.

WINDOW TRIMMERS AND CARDWRITERS—Learn the ornamental plaster Paris Art. You can make handsome vases, pedestals, column caps, shields, flower boxes, etc., etc. Full instructions, also complete formula how to make the gelatine molds. Price, $1.50 with order. The Irabar Co., Harrisburg, Penna. Send for catalog.

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A SAMPLE PACKET 100 carats cut and polished stones or 20 carats Pearls for 75 cents, post free to any address in the world on receipt of price. Send International P. O. Money Order. Write today. List free. Established 1878.

Messrs. A. S. Fuller & Co., South Porcupine, Can., say:—"Blue sapphires received O. K. Many thanks."
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J. WICKRAMANAYAKA & CO., Gem Merchants, Kalutara, Ceylon

PERFECT AIR BRUSH INKS

Snowberry Air Brush Inks are the result of years of careful experimenting. THEY ARE ABSOLUTELY PERFECT. Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. $4.00
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This Book Will Help Trim Your Show Windows

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By GEO. J. COWAN

This is a most useful window trimming book and sells at only $1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

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White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
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Easter Windows
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
6 Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
5 Thanksgiving Windows.
4 Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*
10 Sale Windows.
Bas Relief Backgrounds.
Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

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Outdoor Decorations

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A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of $1.50.

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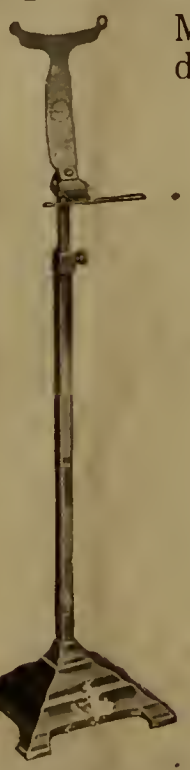
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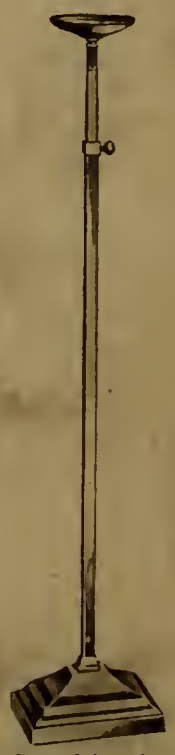
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